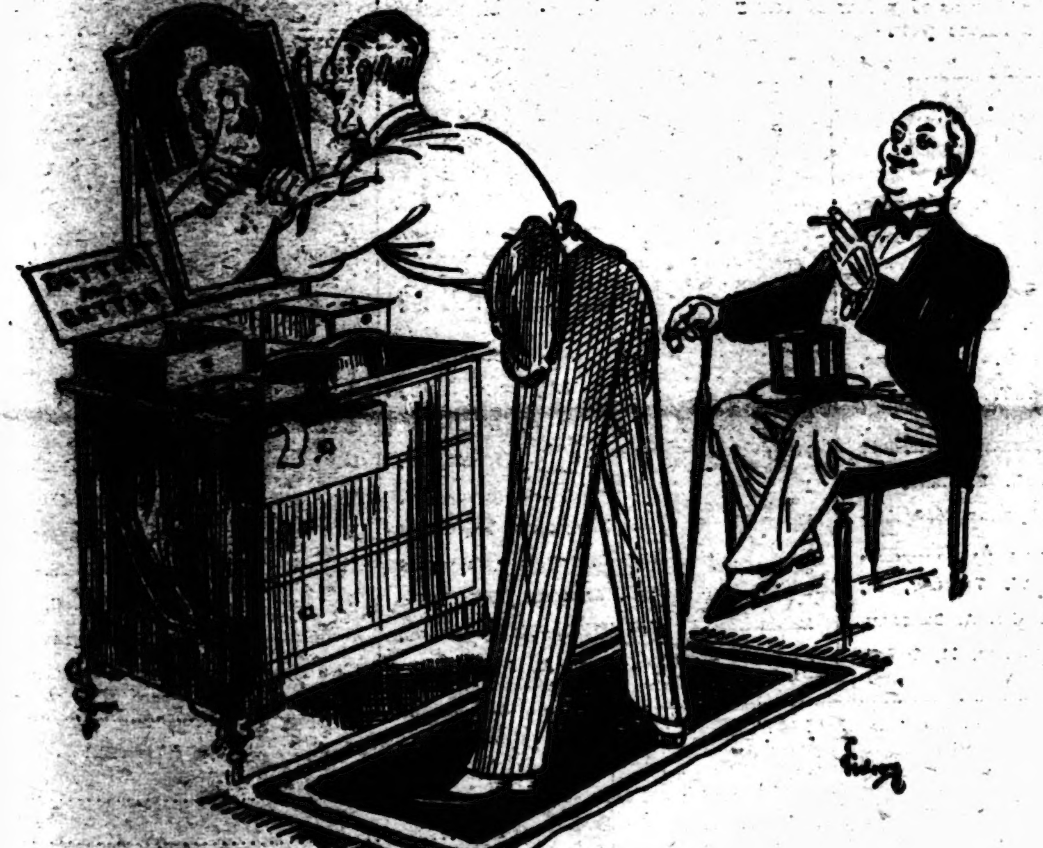
JOHN BULL, MARCH 17, 1928. Vol. XLIII. No. 1138

JOHN BULL

TWOPENCE

OVER A MILLION CERTIFIED SALE

"What is AUTO-SUGGESTION, Mr. Gold?"



"Auto-suggestion, Mr. Flake, means saying to yourself over and over again that you're getting better and better, until you really are better."

"It's quite unnecessary for men with WILLS of their Own, Mr. Gold."

"Quite, Mr. Flake. They could not possibly be better off. They've got the best in Wills' 'Gold Flake'—and they stick to it."

Wills' "Gold Flake" owe their supreme charm of character and smoothness to the fact that they are made only from pure Virginia Tobacco—carefully selected and matured.

WILLS'

GOLD FLAKE

The All-Virginia Cigarette

B.O. 114

JOHN BULL'S GREAT FREE INSURANCE GIFT

32,749 CHEQUES PAID

TO REGISTERED READERS.

Wonderful figures! Cheques to 32,749 of our registered readers since "John Bull's" Great Free Insurance Gift was first launched.

Cheques to cheat the Fire Fiend—cheques to repair damage that storms and floods have left in their wake—cheques for the sick—cheques for those crippled through accident. Overwhelming proof, this, of the great practical value of "John Bull's" Free Insurance.

We give below the names of a few of our readers who benefit this week. Have you signed the forms yet?

FIRE UP TO £400

SHEFFIELD.—Mr. W. [illegible], 2, Wentworth Street.
WOOLWICH, S.E.18.—Mrs. M. H. Clifford, 16, Sand Street.
LAWFORD, ESSEX.—Mr. G. E. Watling, [illegible] Street.
HAMILTON.—Mr. W. Mohan, 57, Tuphall Road.
VILLAGE CLAWTON, Nr. HOLSWORTHY, NORTH DEVON.—Mrs. W. May, Junr.
BLAYDON-ON-TYNE.—Mr. G. E. Anson, 148, Edward Street.
WEST HARTLEPOOL.—Mr. M. Hall, 18, Hereford Street.
STOCKSBRIDGE, Nr. SHEFFIELD.—Mr. F. Grayson, 19, [illegible] Road.
BOLTON.—Mrs. M. M. [illegible], 9, [illegible] Cottages, Halliwell.
LOWESTOFT.—Mr. W. R. Lord, Kent House, Hamilton Road.
STREATHAM VALE, S.W.16.—Mrs. E. A. Webb, 18, [illegible] Road.
BRISTOL.—Mr. A. L. Llewellyn, 68, Richmond Road, Montpelier.
MIDDLESBROUGH, YORKSHIRE.—Mrs. Wilson, 4, Tyne Street.
LIVERPOOL.—Mr. E. [illegible], 12, [illegible] Street, Kirkdale.
METHIL, FIFE.—Mrs. J. Fyfe, 23, Station Road.
ATTLEBOROUGH, NORFOLK.—Mrs. A. M. Sykes, Hargham Road.
PEWSEY, Nr. MARLBOROUGH.—Mrs. G. M. Sparrow, Southcott.
EATON, Nr. NORWICH.—Mrs. R. [illegible], 3, Church Lane.
RAUNDS, NORTHANTS.—Mr. A. Dix, 13, Marshall Road.
SOUTHWELL, NOTTS.—Mr. C. [illegible], Police House, 128, Westgate.
SOUTH SHIELDS.—Mrs. J. Anderson, 12, Hampden Street, Westoe.
GAZELEY, SUFFOLK.—Mr. G. [illegible], Fern Cottage.
WANDSWORTH, S.W.18.—Mr. A. [illegible] Sutton, 81, Lebanon Gardens.
BARROWFORD.—Mr. E. Walker, 14, [illegible] Road, New Bridge.
LEITH.—Mr. P. F. Devine, 1, Wilkie Place.
BERWICK-ON-TWEED.—Mrs. E. [illegible], The Square, [illegible].
BRISTOL.—Mr. W. H. Green, 118, Cotham Brow.
HULL.—Mrs. G. W. Read, 77, Victor Street, Holderness Road.
BROUGHSHANE, Co. ANTRIM.—Mr. G. Logan.
STEVENSTON, AYRSHIRE.—Mrs. R. Walker, 22, Carment Drive.
LANGHARNE, CARM.—Mr. W. Davies, Water Street.
BEIGHTON, Nr. SHEFFIELD.—Mr. A. Attwood, 34, Cairns Road.
STOCKTON-ON-TEES.—Mr. J. Watson, 55, Thorpe Street.
BIRMINGHAM.—Mrs. J. Jolley, 6/88, Latimer Street, Edgbaston.
NEWARK, NOTTS.—Mr. R. W. [illegible], Chapel Yard, Farndon.

STORM! FLOODS! UP TO £300

MANOR PARK, ESSEX.—Mrs. C. [illegible], 47, Sixth Avenue.
GUILDFORD.—Mr. F. W. [illegible], The Greyhound, 85, High Street.
KEW.—Mr. C. Brown, 106, The Green.
MANCHESTER.—Mrs. E. [illegible], 2, [illegible] Street, Harpurhey.
STRATFORD, E.15.—Mrs. E. [illegible], 4, [illegible] Lane.
WESTMINSTER, S.W.1.—Mr. E. [illegible], 9, [illegible] Terrace.
VAUXHALL, S.E.11.—Mr. T. [illegible], 28, Wickham Street.
LEEDS.—Mrs. J. Wright, 23, [illegible] Lane.
STRANRAER.—Mr. A. McMechie, 38, [illegible] Street.
WEST MOLESEY.—Mrs. L. F. [illegible], 32, [illegible] Road.
GRANTHAM.—Mrs. F. L. Blundy, 75, Springfield Road.
TIDAL BASIN, E.16.—Mrs. A. Buchanan, 24, Alfred Street.
DOCKHEAD, S.E.—Mr. W. [illegible], 46, George Row.
WANDSWORTH, S.W.18.—Mr. A. Bradley, 10, Armoury Yard.
DARTFORD.—Mr. G. Andrews, 11, Suffolk Road.

SICKNESS BENEFITS £5-5-0

DOVER.—Mrs. C. Marsh, 27, Albany Place.
WALTHAMSTOW, E.17.—Mrs. [illegible], 393, Forest Road.
DUBLIN.—Mr. M. [illegible], 11, [illegible] Place.
NORTH BOVEY, DEVON.—Mrs. [illegible] Brown, Ivy Cottages.
[illegible]
[illegible], Avenue, [illegible].
PONTYPOOL.—Mr. W. [illegible], [illegible] Street.
SOUTH SHIELDS, Co. DURHAM.—Mrs. [illegible], 27, Alfred Street.
NEW TREDEGAR.—Mrs. [illegible], 7, [illegible] Terrace.
BOLSOVER COLLIERY.—Mr. T. [illegible], 12, Sidney Street.
[illegible].—Mrs. [illegible], 24, Chapel House Road.
NANTYGLO.—Mr. A. L. [illegible], 2, [illegible] Villas, Winchestown.
[illegible].—Mrs. F. [illegible], [illegible] Wood Road.
KEIGHLEY, YORKSHIRE.—Mr. C. [illegible], 24, [illegible] Street.
[illegible].—Mrs. A. [illegible], 22, [illegible] Street.

ACCIDENT BENEFITS £3 PER WEEK

FITZWILLIAM, Nr. PONTEFRACT.—Mrs. L. [illegible], Terrace.
CWMPARC, Nr. TREORCHY.—Mrs. C. E. [illegible], 101, Park Road.
BISHOP AUCKLAND.—Mrs. H. M. Harrison, 10, Hutchinson Street.
WANSTEAD, E.11.—Mrs. A. E. Low, 8, Cotters Cottages, Nightingale Lane.
[illegible].—Mrs. F. M. Jones, 46, [illegible].
[illegible]. A. C. Taylor, [illegible].
[illegible]. A. M. Merry, 1, [illegible].
[illegible].—Mrs. A. Worgan, 3, [illegible].
[illegible], DERBYSHIRE.—Mr. [illegible], [illegible], Union Street.
[illegible]. Wesson, 23, Scholefield [illegible].
SOUTH TOTTENHAM, N.15.—Mr. B. W. Gill, [illegible] Road.
NEWCASTLE-ON-TYNE.—Mr. J. W. Armstrong, [illegible] Street, Off Mill Lane.
[illegible].—Mr. [illegible] J. Carpenter, [illegible].
[illegible], High Street, [illegible].
[illegible], Nr. CHESTERFIELD.—Mr. [illegible], 21, Pottery [illegible].
[illegible], Nr. WIGAN.—Mrs. R. [illegible] Road.
[illegible].—Mrs. E. A. [illegible].
GLASGOW.—[illegible], 1405, Dumbarton Road, [illegible].
[illegible]. A. [illegible], 64, Sid[illegible].
[illegible]SHIRE.—Mrs. H. [illegible].
[illegible]. C. E. Dixon, [illegible].
[illegible]. E. A. Gwillym, 6, Hill[illegible].
([illegible] sent to the [illegible].)

CUT HERE

POST THIS COUPON TO "JOHN BULL."

To "John Bull" Registration Department, Long Acre, London, W.C.2.

I have sent an order form to my newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

PLEASE WRITE CLEARLY.

Reader's Name in full .... Age ....
(CAPITAL LETTERS.)

Address ....
....

Reader's Signature ....

Name and Address of Newsagent ....
....

Date..............

Use ½d. stamp. Don't seal envelope. [illegible]

J.B. 17/3/28.

CUT HERE

[illegible] TO YOUR NEWSAGENT.

PLEASE WRITE CLEARLY.

To [illegible] ....

Address ....
....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature ....

Address ....

Date..

J.B. 17/3/28.

JOHN BULL Pen Coupon—Value 2d.

This Coupon will be accepted as 2d. in part payment of the "John Bull" 5/- Lever Self-Filler Pen with which is presented FREE a 2/6 Ever-pointed Pencil. Additional Coupons in any number up to five (six in all), ANY DATES, may be cut from "John Bull" and will be accepted in part payment. Thus you may send six Coupons and p.o. for 4/7 (which includes postage and insurance). Pocket Clip 3d. extra. Cross cheque/p.o. "& Co." and make payable to "John Bull." State if fine—medium—broad nib required.

JOHN BULL, Pen Dept., Long Acre, London, W.C.2.

Cash the Coupons

SEE WHAT YOU GET—AND SAVE!

The "John Bull" Pen, with 14-ct. Solid Gold Nib, iridium tipped, worth	15/-
a 2/6 "Ever-pointed" Pencil, with refills, FREE	2/6
TOTAL VALUE	17/6

You send Six Coupons and p.o. for 4/- (plus 3d. postage & insurance) 4/7.

YOU SAVE 13/6

Money refunded if not entirely satisfied.

Your name Engraved in Gold on Pen 3d. extra.

Pocket a Shilling and get a 2/6 "EVERPOINTED" PENCIL FREE

Written 2 Years' Guarantee with every Pen.

"Newgate Fringes"

Men used to wear these funny beards under the jaw just because it was so difficult to get a good close shave there.

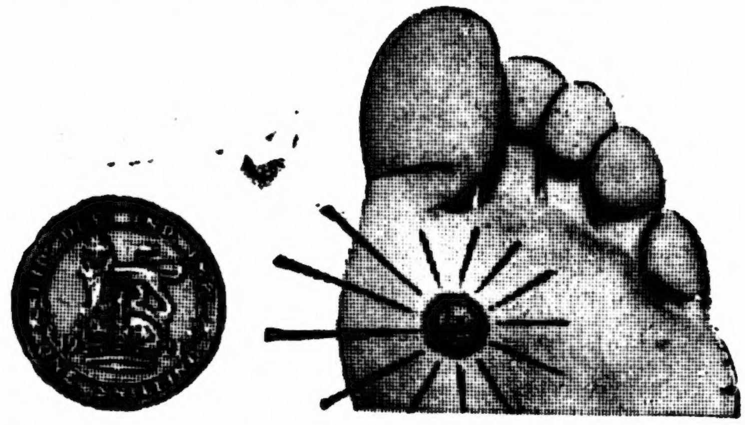
If *your* beard grows strongly in the difficult places—at the corner of the jaw, beneath the point of the chin—try Erasmic Shaving Soap. It lathers so freely and quickly and softens the beard so thoroughly for the razor, that you not only get a cleaner shave all over, but you save precious minutes in the morning.

ERASMIC
SHAVING STICK

in the Blue Tin 1/-

(*In nickel-container* 1,3)
Not applicable in the Irish Free State

ER. 124-54



Corns as Big as Shillings

No matter what size or age your corns may be—a few Radox footbaths will end the worst offender. This lady's corns—as large as a shilling—needed but four soakings in Radox footbaths. Root and all, they lifted out, painlessly, safely, permanently. Read the letter:

"*I am glad to give my testimony to the benefits I receive from Radox. I had two corns on the sole of my feet as large as a shilling. Gave 4 baths of Radox and they disappeared over a year ago and have never troubled me since. As I do a good deal of walking you may know it is a great relief to me.*"
8th January, 1928. (*Miss*) *A. F.*

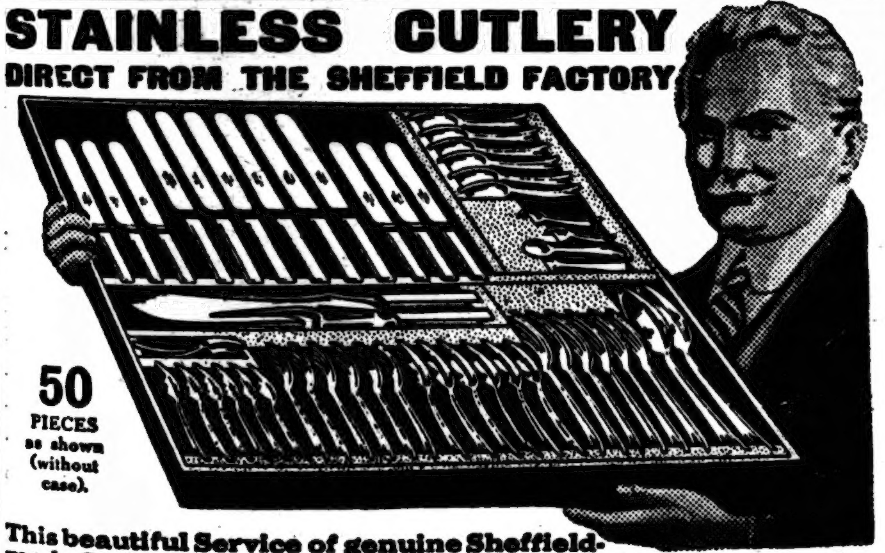
When you put your feet into a foot bath containing Radox, the salts soften the hard outer layers of the corn and the oxygen which Radox liberates enters the pores, opens them, and penetrates further and further, carrying the corn-softening salts right to the root of the corn, which is thus loosened so that it may be lifted out bodily. The life-giving oxygen leaves the feet clean and healthy. Ask for Radox at your chemist's. Price 1/6 per ½ lb. Pink Packet, and 2/6 double quantity.

1/6
Half-pound pink pkt.

Radox
Bath Salts

Give your feet that "Kruschen Feeling."

STAINLESS CUTLERY
DIRECT FROM THE SHEFFIELD FACTORY



50
PIECES
as shown
(without
case).

This beautiful Service of genuine Sheffield-made Stainless Cutlery lends charm to the table and makes meals enjoyable. Manufactured in the Graves Cutlery Works

THE WORLD'S FINEST CUTLERY VALUE

RELIABLE and well finished in every detail, will give life-long service, and afford you pleasure every time. The Table and Dessert Knives are of **Sheffield Stainless Steel**, with Ivorette handles. They need no cleaning, and will sharpen to a keen razor-like cutting edge. The Carvers are of the finest Sheffield Double Shear Steel and are fitted with Ivorette handles. Spoons and Forks are of Columbian Silver which wears white all through.

RECENT TESTIMONY.

G.C. Walthamstow.—"I am very pleased indeed with the service of Cutlery because it is so well finished, everything being in perfect condition."

F. Nottingham.—"I might mention that the Cutlery we had 27 years ago is still in wear."

5/-
WITH ORDER

We spread payment over Ten Months. Merely send 5/- with order and you will receive the complete service, Carriage Paid, for you to examine in your own home. If entirely pleased with it, send Nine Monthly Payments of 5/-. Money immediately refunded in full if you are not entirely satisfied.

IN your own interest you should seriously consider whether you ought not to accept this offer at once. Nothing spoils the look of a table like a scratch lot of badly worn cutlery; and to eat your food with blunt, worn-out knives and forks is like asking for indigestion and stomach trouble. It doesn't give your food a chance to do you good. You cannot blame the butcher or the cook if you will persist in using poor cutlery.

CATALOGUE POST FREE.

Cutlery Services, Carvers, Knives of all descriptions, Handsome Plate, etc in tasteful designs, all of the very highest quality and excellence offered at the keenest bargain prices and on Easy Terms. Send a Post Card to-day.

J. G. GRAVES Ltd., MANUFACTURERS, SHEFFIELD.

QUALITY MADE-TO-MEASURE TAILORING

STYLISH CLOTHES AT POUNDS BELOW WEST END PRICES

EVERY K.C. Suit gives you faultless material and perfect fit and finish at pounds below West End prices for similar clothes. The K.C. Dress Service caters for all tastes and all classes. The easy payment method is simplicity itself and entirely obviates heavy demands on your income.

Write to-day, enclosing 1½d. stamp for the set of four K.C. 1928 Pattern Books (39 selections) and Illustrated Style Booklets, with simple Self-Measurement Chart. You will be amazed at the wonderful quality and value offered.

10/- DOWN
And 8 monthly payments. Buys any K.C. Suit.

Prices from
£3 : 3 : 0
All communications and parcels sent under plain cover.

The K.C. Made-to-Measure Tailoring Service extends to Lounge Suits, City Suits, Dress Suits, Plus Fours, Overcoats, etc.

MONEY BACK GUARANTEE.

Kenyon Clarke LTD.
Brown Street, Market Street, Manchester.

Kenyon Clarke are an all-British house employing British Tailors & using only the best British cloths

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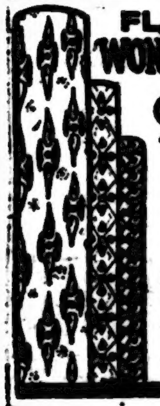
~COUPON~
KENYON CLARKE, Brown Street, Market Street, MANCHESTER
Write your name and address on a sheet of paper, attach to it this coupon and a 1½d. stamp. The K.C. Pattern Book will then be sent you together with some other interesting K.C. details.

WHEN SENDING
Write name and address in block letters. Give exact description of goods required. Send money and Treasury Notes by registered post. Always mention JOHN BULL.

THE MAIL ORDER MARKET
A Perfect Postal Service for Bargain Hunters

PAY FOR YOUR EASTER SUIT AS YOU WEAR IT
Each Suit is Cut and Made to your OWN MEASUREMENTS, from the New Season's Cloths. NO DEPOSIT. Delivered on payment of first instalment of 7/- and then pay 7/- monthly until you have paid in all 52/6
R.H. RAINCOATS from 21/-
DINNER JACKET SUITS from £4 4s. 0d.
Made to Measure on similar easy terms. Before placing your order elsewhere write for patterns, catalogue and self-measurement form. Money refunded if unsatisfactory.
J.B. THORNE & CO.
36, Langham St., London, W.1.

Wonderful!
WRITE TO-DAY FOR CATALOGUE POST FREE
FIRST PAYMENT ONLY 2/6
Price from £4'4'0
For the finest value in the world in Ladies' or Gents' cycles, see the "Bradshaw" illustrated catalogue of twelve different models supplied on the easiest of easy terms.
BRADSHAW STORES LTD., DEPT. 4, NORTHAMPTON.


FLOOR COVERING
WONDERFUL NEW OFFER
90 SQ. FT. FOR 13/9
LARGER LENGTHS AT SAME RATE.
PATTERNS FREE
The great demand enables us to make this big cut in price.
The floor covering is Damp-proof and Rot-proof, and suitable for any floor. All rolls 2 yards wide. Send for our illustrated catalogue, which contains large selection of LINOS and other household bargains.
Money returned if not delighted
ROLLS STORES,
26, Gray's Inn Rd., London, W.C.1

2/6 PADOYLO
The Magic Blade Box
MAKES ONE SAFETY BLADE WORTH THREE AT THE VERY LEAST
Merely wipe your blade after shaving and keep it in the Padoylo box; it will remain sharp, clean and rustless for weeks.
TESTIMONIAL No. 2702.
"In every way a splendid little invention."
Phone Gerr. 3473
T. BARRY (Dept. J.B.), 2, Lancaster Place, Wellington Street, LONDON, W.C.2.

SATISFACTION GUARANTEED
GRAVES 'BENEFIT' SALE
Unrivalled Bargain Offer.
Comprising 2 white super-quality Fleecy Blankets, Blue borders, weight 7lbs; 1 coloured Fleecy Blankets. White borders, weight 4lbs; 1 coloured Alhambra Quilt, weight 3lb; 2 unbleached Grey Bolton Twill hemmed Sheets, weight 4lbs; 2 White Pillow Cases. 1 White Bolster Case. All double bed size.
5/- NOW
TERMS: Send 5/- now, and 9 monthly payments of 5/-. Fullest approval in your own home. Catalogue Post Free.
J. G. Graves Ld. Sheffield.

Its cost saved on the first job you do
PENN'S FAMOUS LIGHTNING LEATHER STITCHER.
Sews a perfect lock-stitch as sewing machine, but stronger. No handyman should be without one.
THE ORIGINAL AND BEST.
PRICE ONLY 2/-
LEATHER STITCHER
Indispensable for Thrifty Houseworkers.
SIMPLE TO USE.
Quickly Sews Boots, Belts, Bags, Harness, Suit Cases, Hood, &c. Supplied complete with 3 different needles, thread and illus. directions, 2/-, post 4d. Extra waxed thread 9d. skein, 3 for 2/-. Extra needles 3d. each, 2/9 doz.
WE GUARANTEE SATISFACTION.
(Actual Inventors),
J. PENN & CO.,
142, Cottenham Road, London, N.19

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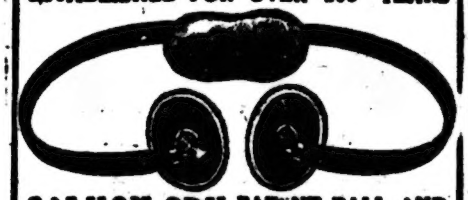
Worthy of the Occupant
SALE! During our Sale we are, as an advertisement, offering a limited number of GENUINE DAINTICARS at greatly reduced prices. This new model, as illustrated, for
£2 : 19 : 6
(or 6/- monthly). Balloon Cushion Tyres, 10/6 extra. Numerous other models at similar reductions.
Send at once for illustrated list post free from
VICTORIA CYCLE and CARRIAGE CO.
(Dept P.32), 11, Victoria St., Westminster, S.W.1

GRAVES WIRELESS BARGAIN
This highly efficient 2-Valve Loud Speaker Set is the finest Wireless Value ever offered
10/- NOW
Volume and quality of tone are unsurpassed. Simplicity itself. With coils for long & short wave-lengths. CABINET of polished Oak, & components of highest quality. [illegible] Valves, with [illegible] valve holders [illegible] [illegible] [illegible] Loud Speaker of [illegible] [illegible] with [illegible] [illegible] diaphragm and complete Aerial Outfit. £7:17:6
Terms: 10/- now, 14/6 Monthly.
Catalogue Post Free. J.G.Graves Ld. Sheffield

ESTABLISHED FOR OVER 100 YEARS

SALMON ODY PATENT BALL AND SOCKET TRUSSES
are still unapproachable in efficiency for all cases of Hernia, and they still enjoy that confidence throughout the Medical Profession which has made them so famous for over 100 years. Those wearing any other form of Truss, especially Elastic or Web Trusses, are invited to write to-day and prove for themselves the unique superiority of the Salmon Ody Patent Ball and Socket Truss. Descriptive pamphlet post free. Mention "John Bull."
SALMON ODY, Ltd., 7, New Oxford St., W.C.

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Celebrated SPARE TIME AGENCY
CASH OR CREDIT
Boots, Gent's and Ladies' Clothing, Suits, Coats, Costumes & Underwear, Carpets, Lino, Drapery, Gramophones, Bicycles, Jewellery, Watches, Clocks, China, Toys, Baby Carriages, etc.
Men in regular employment appointed as Agents. Largest stock in the trade. Liberal supply of samples. Highest Commission paid.
Illustrated Coloured Catalogue.
NO OUTLAY. ALL PROFIT.
Enquiries for Agency invited.
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TO SAVE MONEY
Every man or woman knows is to pay whilst wearing clothes.
1/- Deposit, 1/- Weekly

Ladies' Spring Tweeds	30/-	5% off for cash.
" Poplin Macks	22/-	
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Send postcard for beautifully illustrated Catalogue, with Patterns.
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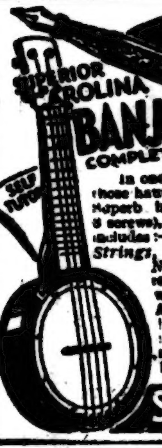
FREE GIFT FOUNTAIN PEN 14 ct. SOLID GOLD NIB
SUPERIOR CAROLINA BANJUKE (UKULELE BANJO) COMPLETE OUTFIT
SELF TUTOR
In one hour you can play all those haunting Plantation Melodies. Superb instrument (7in. solid oak, nickel band, 8 screws), with real old "Darkey" tone. Outfit includes:—*Banjuke, Self-tutor, Extra Set of Strings, Plectrum, Pipe Tuner, Patent Metal Non-slip Pegs, Shaped Post 1 Box.* On receipt of instrument send 1/-. Balance 2/- weekly (19/- in all). Postage 6d. Special Advertising Offer. Purchasers of this "Banjuke" completing payment in 7 weeks (or less) receive, absolutely FREE, the above handsome Fountain Pen.
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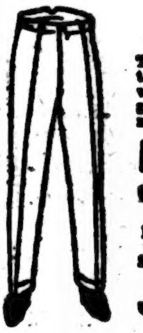
SEND NO MONEY

FREE! A FULL RANGE OF SPRING PATTERNS
AT PRICES FROM 52/6
Select your new Suit from choice designs in Saxonys and Worsteds, etc., and remember that it will be tailored in Wallingford's West End Style, which ensures you a perfect fit. Our Measurement Chart is so easy, that a child can fill it in, or if you are in Town call at our extensive showrooms and be fitted by skilled cutters.
We do not ask you to pay the whole amount down, but merely 7/6 with your order and the balance in monthly instalments, in proportion to the price of the suit.
Write a Postcard now to Dept. A.
"Wallingford's" Ltd. "Look for the Sign." 71, Oxford Street, W.1.


WHIPCORD TROUSERS
made from our renowned IRONCORD CLOTH specially woven for us FOR REAL HARD WEAR.
Testimonials reach us daily from customers delighted with their endless wear and smart appearance. In dark grey or neat stripes. Fully cut and well made. With P.T.U.'s. Special bargain price to "J.B." readers to advertise our famous GENT'S SUITS at 15/6 and 25/- (patterns free on request) and many other bargains.
5/6
POSTAGE, 6d. extra.
Money refunded if not satisfied.
Send waist and inside leg measurements.
Over 40 in. waist 1/- extra.
J. WINGO LTD.,
Wholesale Clothiers,
25, Norton Folgate, LONDON.

SAMPLES FREE
ASTOUNDING VALUE IN FLOOR COVERING
90 SQ. FT. for 15/-
DAMP PROOF & ROT PROOF
THICKER than Lino. Specially suitable for damp stone or wood floors. Lies flat without fastening, no nails or paste required. 90 sq. ft. for 15/-. Longer lengths pro rata. All rolls two yards wide. Many pretty patterns to choose from.
J. B. ANDREWS & SONS,
30, Carter St., Walworth Rd., London, S.E.17.
PAROLEUM

"Bullets" Prize-winners

(Continued from page 39.)

E. PARTRIDGE, Eanda, Stechford Road, Birmingham.
"LAYING THE FOUNDATION STONE—*And* DOING "BUILDING," PRINCE.

MRS. E. PERCIVAL, 21, Delamain Road, Liverpool.
A TRAGEDY—GERMANS DIDN'T BAN ORIGINAL.

W. T. READ, "Dungarvan," Weston Road, Cowes.
NOTICE TO QUIT—TENANT *Had* REPAIRED PROPERTY.

T. STAPLES, North Road, Midsomer Norton.
WHEN SHE SAYS NOTHING—MATTERS—EVIDENTLY SOMEBODY DOES.

100 Prizes of 10/-:

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A Complete List of 1,000 2/6 Prize-winners can be seen at the offices of "John Bull."

"BULLETS" RULES.

1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness, and originality.

2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL, and crossed and Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

4. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

Odhams Press Employees are not eligible to compete.

ADVANCE EXAMPLES FOR "BULLETS" No. 676
IN BRITAIN'S EYES—LEAGUE SHIP—CUTTING—FARMER GILES—TIME TO PLAY—BARRED—ANOTHER WAR—IN THESE DAYS—WHAT THE DIPLOMAT SAID—BETTER THAN NOTHING—HEALTHIER—A BAD PENNY—HARMLESS—"COME IN!"—WHAT'S WRONG WITH HER—SAFE HOME—LET'S HOPE—PROUDLY—ALL THROUGH LIFE—WHAT IS GENIUS?

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WALLPAPERS direct from 2½d. per roll. Send for patterns, post free. — West Riding Wallpaper Co., 52, Trinity Street, Leeds.

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FITZPATRICK'S free list describing the latest 'Capstan' Cycles is offered on page 33.

DANCE Novelties, advt. balloons, hats, fans, masks, mascots, etc. List free.—Novelty Supply Stores (Dept. 16), 228, Mile End Rd., Ldn., E.1.

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TEA. Buy direct, save middleman's profit. Indian and Ceylon specially blended, 4 lb., 6/6, 10 lb., 15/-. Carr. paid. TEA DUST, 7 lb. 7/-, 10 lb. 9/6. Special quotation for larger quantities.—Poulter & Co., Dane Place, Bow, E.3.

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Rossendale,
Manchester.
Feb. 13, 1928.

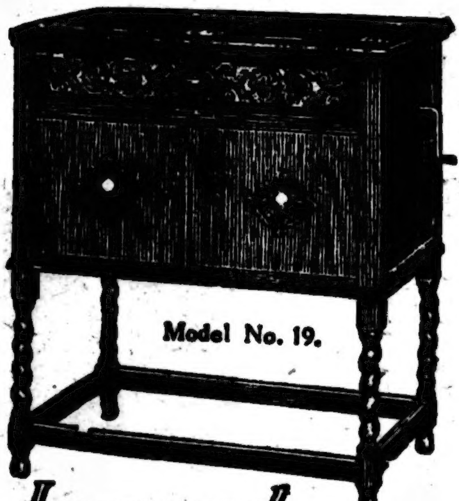
Dear Sirs,—Received "Fullotone" on Friday, but could not let you know sooner. I am perfectly satisfied with same, impossible to have a better toned instrument; also as regards packing, etc., what a revelation, absolutely an art in itself. Why I did not think of sending for one sooner I cannot tell, but I will give it all the publicity I possibly can.

(Signed) S. Haworth.

P.S.—Another satisfied customer hoping to find you more.

Do not judge a "Fullotone" by price alone—call to see and hear them. They are designed by experts and constructed by skilled British craftsmen.

If you cannot call, do as hundreds of others have done—order by post. The accompanying letter is convincing proof that you can confidently do so. "Fullotones" come DIRECT—hence the low price.



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And 149, High Street (N.), East Ham;
41, George Street, Croydon,
and 561, High Road, Tottenham.
Can also be seen 9, Byres Road, Partick, Glasgow.

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WALLPAPERS from mills from 2½d. roll. New Designs. Patterns post free. — Osborne Mills (Dept. 5), Rochdale Road, Manchester.

KNITTING WOOL, 3/3 Grey Mixture, 3/10 lb. Drab & Camel. Post Free. Special value for Socks, etc. Patterns of serges from 3/4½ yd.—Egerton Burnetts, W.B. Warehouse, Wellington, Som.

CHINA for Households, Churches, Schools, Institutions, Caterers. Factory prices. 25 years' reputation. 48-p. Coloured Cat. FREE.—Century Pottery, Dept. 120, Burslem, Staffs. Est. 1903.

EVERCLEAN STAINLESS TABLECLOTHS. Never require laundering. Lovely damask patterns free. Stamp.—Neil, 90, Stuart Street, Clayton, Manchester. (Agents Wanted.)

WOOLS for Machines. Handknitting fr. 1½ oz. Smpls. All kinds. Mftrs. Prices. Free.—Border Wool Co., New Bridge St., Newcastle-on-Tyne.

CYCLISTS! Value Absolutely Unprecedented! Finest range of "CAPTAIN" Cycles ever produced. Models to suit all tastes. Prices astonishingly low, and the most remarkable Easy Payment Terms. Tyres and Accessories of every description. Write Now "Catalogue please" on a postcard for my FREE MONEY-SAVING CATALOGUE!—H. Fitzpatrick, Dept. 52, Junction Works, Burnley.

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CLOTHING Bargains for Men.—Whipcord trousers for 5/6, suits for 19/6. Accept the offer of free patterns made in the advt. of Messrs. Wingo, Ltd., on page 4.

FREE! One dozen Old Reading Abbey full-strength Australian Sweet Red Wine, value 30/-, sent free for best suggestion for improving the following advertisement. Send suggestions with order for Ginger Wine.

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SPECIAL OFFER. — Talking Parrots with Cages from 30/-. Singing Canaries, 15/-. 3 months' trial.—List fr. Chapmans, 17, Tottenham Court Road, London.

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DOBBIE'S Plant Catalogue & Abridged Seed List free to all readers. Please mention *John Bull* when writing.—Dobbie & Co., Ltd., The King's Seedsmen, Edinburgh.

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BLADDER WEAKNESS, kidney troubles, etc., quickly cured by PARKER'S fluid REMEDY. Adults or children, operations avoided. 3/- bot. Boots', Taylor's, etc., or post free Parker's Remedy, Ltd., Liverpool. Sample 4d. stamps.

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A FREE sample of ELASTO for bad legs is offered on page 26.

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BEST prices paid for Jewellery, Diamonds, Platinum, Gold, Silver, Scrap, Antiques, Dental Plates (not vulcanite), Valuable Property, etc. Nothing too large nor too small. Cash per return. —Bentley & Co., 333, Oxford Street, London.

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A FREE trial tube of PALMOLIVE SHAVING CREAM will be sent to readers forwarding the coupon on page 26.

SEND the coupon appearing in the GRAPE NUTS advt. on page 25 and readers will receive two trial packages of this nourishing breakfast food, together with a free booklet.

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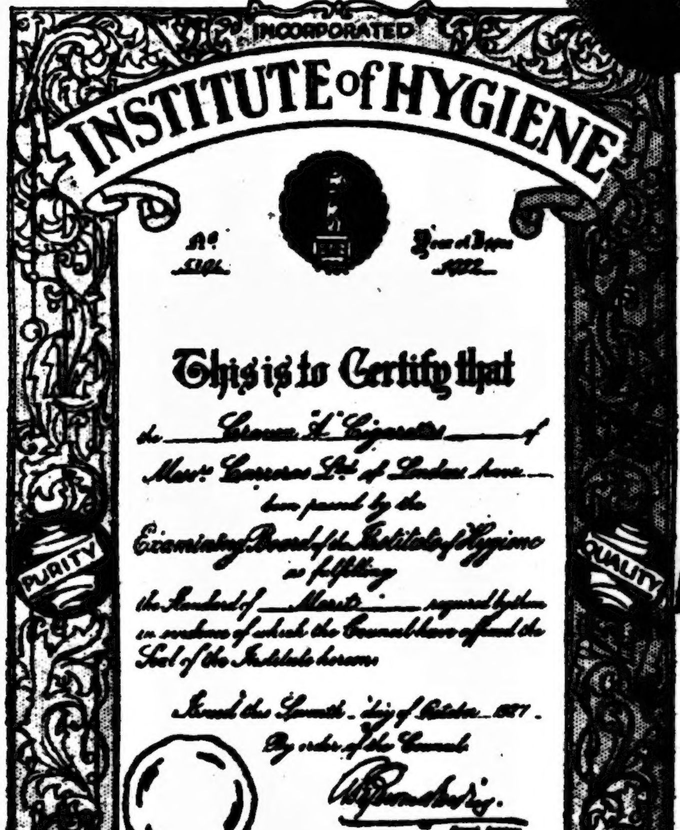

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The WORLD, the FLESH & the DEVIL

Watching the Clock.
The present session of Parliament will be notorious in history as a good performance of "Much Ado About Nothing." The Government is merely marking time, trying to keep bad from becoming worse.

Astonishing.
The ingenuity of politicians in discovering futile subjects for discussion is worthy a better object. Once a bone of contention is found, all Parties pounce like hounds on the quarry, but as an exhibition of statesmanship it's far from edifying.

A Bad Example.
Whatever may be done about "Dora," the House of Commons itself has gone in unblushingly for early closing. No one remembers a year when so many sittings "faded away."

Bare Shelves.
If the Parliamentary shop puts up the shutters for lack of business, it's the Government's fault. Hungry customers teem all over the country. But the Ministers refuse to stock the shop.

Laughable.
The Government's intention to "stick it" until 1929 is based on hopes of a sensational Budget the one after next. The country is merely amused. It can't be caught any longer with the "jam to-morrow" stunt.

Don't Be Trapped.
The worst feature of all General Elections is the country's unpreparedness. Those who are dissatisfied with things as they are have, every time elections come round, ability to alter them. But the time to lay plans is *now*.

Jaw, Jaw.
Learn your facts while Parliament slumbers. Hammer them home when the election war is declared. It is the empty mind and undecided opinion that finds itself bandied from pillar to post.

Silly Sheep.
The trouble with most electors is that they wait to see what dish politicians prepare for their consumption and then decide whether to accept or reject. Why don't they prepare their own dish?

What D'you Lack?
A file of JOHN BULL, carefully kept, would provide every man and woman in the country with ideas for betterment. The facts and figures given are always indisputable. When JOHN BULL says a thing, it is so.

Collect Data.
Three big scandals trouble the country—bad housing, unemployment, and locked land—and of the three the last is the worst. With the land freed the solution of the others is easy.

England's Destroyers.
Within living memory, Bedfordshire labourers could rent a clean, four-roomed cottage for 10d. a week, with land for cabbages, potatoes and pigs. As "old servants" died, villages were destroyed for game preserves. That's what locked land means.

Grasp This.
Outlawry of war is now "practical politics." The United States publicly proposes discussions towards such a treaty with Britain, France, Italy, Germany and Japan. Keep that fact in the spot-light.

Too Practical.
European diplomacy at once tries to smother the American proposal as "impracticable." What diplomatists secretly shrink from is its terrible effectiveness. It would really "do the trick"—and undo the tricksters.

A Chance for Austen.
Sir Austen Chamberlain has here another opportunity of lifting Europe out of the diplomatic miasma. Peddling over armaments at Geneva is at the moment getting nowhere. The American plan gets us out of the rut. Let Sir Austen see to it that Britain seizes a glorious chance.

It Is Coming.
Once bitter enemies fighting to the death, North and South America now symbolise "ever-closer" friendship by a radiant monument of twin columns and twin figures with clasped hands. Why not others, all over the world?

Hush, Hush.
The growing tendency of the "Big Five" to confer in secret must be checked. The League of Nations stands for openness in the representatives of the people. Secret diplomacy is discredited. It landed a whole world in bloodshed.

The Death Knell.
Secret diplomacy was doomed the moment the world realised its interdependence. The days when one country could secretly score off another by taking it by surprise are past. To revive them would spell savagery.

Clear Away Cobwebs.
If diplomats of all countries work only for the good of humanity, why any need for secrecy and private pacts? Even serious difficulties and disagreements melt away more quickly when brought out into the fresh air and sunshine.

Cross Cuts.
On one hand we hear of greater intelligence and an altogether better class of man in the Army, and on the other that a recent Fleet order forbids any man to speak, appear on the platform, or take any part in any political meeting.

Between Stools.
This ban on the participation of the armed Services in ordinary political issues cannot be maintained. The Government must choose between intelligent interest and listless apathy. It cannot have it both ways.

2,000 CASH PRIZES!

There's room for you amongst the 2,000 "Bullets" cash prize-winners this week. See page 39 for this record opportunity!

Mere Citizenship.
Housing, unemployment, industry, education and taxation affect everybody. Every man has a right to his views and liberty to express them. If the law stands in the way, it is antiquated.

Babies Pay.
Sheffield is to have a slum clearance costing £70,000, which is cheap compared with the present cost in life. In the condemned area infantile mortality is 58 per cent. higher than over the rest of the city.

Too Costly.
In Sheffield's "bad bit," the tuberculosis record over thirty-five years shows the area to have a 70 per cent. worse record than the healthier parts of the city. Neither humanity nor common-sense can afford slums.

Safe Salt.
Tremendous profits on the year's working are shown by manufacturers of table salt. It should give impetus to cheaper marketing of iodised salt to improve the health of the nation. Some countries make it compulsory.

Passports.
Holiday fever having begun, one touring firm has sent out sixty tons of literature in readiness for Easter. Trips abroad are to the good if they promote friendly understandings, but what about a few excursions to the unknown in our country?

Seeing Is Believing.
Trips into mining districts, for instance, if undertaken with serious desire to understand the situation, would do a world of good. If mining villages were seen, not merely read about, there would be a change, in short order.

Pleading Hands.
To read about a starving child is painful. To see one and leave it starving while food is to be had is impossible. That's why we recommend "mining trips." Let them be taken!

Troglodyte Life.
Kate Kerslake at Swansea was fined £28 for letting cellars as dwellings. Why anybody is allowed to live in a cellar is a mystery. What is the Public Health Act for?

Magnificent.
The world's largest water-tunnel was joined safely midway in Ben Nevis when the two sections met within one inch of the true centre. Splendid exactitude and splendid achievement, showing what can be done when the world is at peace.

More Wanted.
While slum clearance is being completed, why not start more nursery schools to save the children? In 1925-6, when 1,000 children died in London from measles, only two out of 252 in nursery schools caught it, and even those recovered.

On Backs of Youth.
During the last three years, while 1,000,000 adults have been unemployed, over 1,500,000 children have entered industry. That the worst examples of the injustice are found in the coal mines is not the least scandal.

The WORLD the FLESH & the DEVIL

Silly Game.

In a second, Stanley Grant, a young baker of Newquay, lay dead before his wife, who had shot him while frolicking about with a gun she thought was unloaded. Will nothing teach the public never to play with firearms ?

No Remedy.

A sure way to drive Harold Wilkinson, a homeless wanderer, again into the streets is to send him to seven days' hard labour for vagrancy. We should have had greater admiration for the Derby Bench had it found him an opportunity to work.

Short-sighted.

Ex-convict or no, what is gained by pushing Noel Morton out of his job as motor-driver and into six months' hard labour for getting food by false pretences ? Better had the Bradford magistrates fined him and made him refund the value of the stolen goods.

Brave Bobby.

Fully clothed but for his coat, Constable Caulfield sprang into the Bridgewater Canal to rescue Patrick Halligan who had jumped in. That he brought out only a dead body detracts no whit from the officer's courage. Warrington's police are fortunate in their colleague.

Silly Summons.

Must time and money, to say nothing of mental irritation, be wasted over a case at the Marylebone Police Court against a man for allowing his small daughter to throw away peanut shells while in the park ? Whatever jack-in-office brought the summons needs severely telling off.

Careless Employer.

Non-payment of health insurance and unemployment contributions in respect of six employees has cost Frederick William Lawrence, of Cardiff, formerly in business as the Ideal Manufacturing Company, £17 9s. and costs. And a light let-off, too, for treating so important a matter with contempt !

Jail to Job.

Manchester's police have increased their splendid reputation by their humane treatment of a Chorlton-on-Medlock war hero who had made a slip. Instead of casting him into a cell they set him free on parole, and he was able to keep an appointment which led to him securing a job. Well done !

Cheap Crime.

A Bunbury butcher, Frederick Burrows, exposed part of an anthrax-tainted carcase amongst other meat at Manchester Wholesale Market, and was let off with a £5 fine, after Stipendiary Wellesley Orr had told him the offence was " one of the most terrible crimes a man can commit." Leniency in such cases is beyond understanding.

Meddlesome Councillors.

We wish the Labour members of the Hull City Council joy of their attempts to debar municipal electrical employees from executing private jobs after their day's work is done. The Labour members' principle is, " One man one job." Very well, then : let them hold off interfering with a citizen's right to work when he chooses.

Foolhardy Gambling.

We marvel at the rashness of Arthur Bridson allowing the coasting steamer *Little Orme*, of which he is master, to be so overloaded with granite chippings that had she met with even a choppy sea she probably would have foundered. The £30 he has to pay in fine and costs should be a deterrent to gambling with lives.

Somewhere To Go.

Ipswich youths and maidens have now no occasion to walk the streets on Sunday nights. At the newly opened club at the Public Hall, to accommodate 200 young folk, refreshments are to be had, smoking is allowed and magazines and a gramophone provided. Congratulations to the mayor for providing a need of every city.

Dodging Difficulty.

Cumbered with apron, smock, leggings and heavy boots, in addition to ordinary clothing, George Watts, a young butcher, jumped into the Grand Junction Canal, Slough, and brought out three little girls who had fallen into deep water. Splendid ! We can vouch for one young man's popularity in Slough for some time to come.

No Disgrace.

" Honest men don't like the dole," Mr. Brighouse commented at an inquest on one of Southport's broken-hearted unemployed. What did he intend to suggest ? He must know that men are compelled to insure against the effects of trade depression. There is no dishonesty in a man taking benefits he needs and for which he pays.

Yet Another !

A Whitley Bay medical man has reported to the police that dangerous drugs—such as strychnine and morphia—have been stolen from his car, and probably now realises that had it not been left unattended a rascally thief could not have laid his hands upon dangerous stuff. There is carelessness which is a menace to the community.

Unfit to Marry.

Expected to live in a Cardiff lodging-house frequented by coloured men, Mrs. Lottie May Fraser, of Mardy, is well separated from her husband. That his mother lives promiscuously with a coloured man explains Fraser's attitude to his girl wife. The elder woman should be ashamed to set such an example for her son.

Water of Disease.

It is time that the Ministry of Health took over Whittlesey. The chairman of the council says that neither Peterborough nor Wisbech can let Whittlesey have water. There are 8,000 people in the district, but no water fit to drink and no sanitary system. The result is that twelve cases of diphtheria occurred in a week. Whittlesey must be made fit to live in.

◆

The Human Machine

Happy ?

by E. R. THOMPSON, M.A.

I HAVE a calendar on my desk of which I am rather fond. There is a motto for every day, and unlike most calendars the mottoes are not silly.

Here are two or three of them : " With few exceptions, those who determine to succeed do so ! Why then, it may be asked, are failures so numerous ? *Because so few determine !* "

And another one :

> " There are some that smile, but more that weep,
> There are some that wake, but more who sleep,
> There are many that sow, but few that reap ;
> Then be among the few ! "

In other words, make up your mind to do something—and do it ! All the words in the world will not sum up the secret of success better than that.

DETERMINATION, real solid determination, backbone, grit—these are the things that carry a man to his goal.

" I can tell you some things that the world has never enough of, and that it is always willing to pay for," said Lord Palmerston ; " intelligence, honesty, courage and perseverance."

The world does not always pay in money—but it not infrequently does. Whether it pays in money or not, it always pays in inward calm and peace.

For unless you determine you cannot succeed ; unless you succeed you cannot be happy ; and unless you are happy what is the good of living at all ?

No Idlers.

Morning loafers, between the ages of sixteen and eighteen, are abolished in Leeds, where attendance at a training centre from 9.30 to 12.30 is a condition of unemployment benefit. The consequent advantages of keeping youths in control and ready to answer enquiries for jobs should similarly be seized in other towns.

Salary Given Up.

Mr. J. E. Alcock, viewing high rates and trade depression, has resigned his appointment as salaried law clerk to the Mansfield Woodhouse Urban Council, and will only accept payment for legal work actually transacted on its behalf. Honour is due to a man who thus raises the standard of honesty and disinterested public service.

The Scraper.

So poor did Henry Morton, a Corporation labourer, of Beeston, Leeds, pretend to be that neighbours helped to clean his home and pitied him for the scanty food he ate. One day he was missed, and the police found him dead. They were amazed to find £500 in his home. Money was his god. What a good time he missed !

Safety First !

" Before marriage the two contracting parties should each have to present a certificate of mental and physical health signed, not by their own doctors, but by a State doctor." This opinion Dr. Lulham has expressed at Aberdeen, and he bases it upon more than thirty years' experience. If adopted the suggestion would save enormous misery.

Gone Far Enough.

George Baldwin Collins, a Kenninghall labourer, may thank a considerate Bench he is not in jail. Already once birched and once sent to an industrial school for theft, he has been bound over with £1 to pay for purloining wire netting. It is now his job to apply the brake. He can take it from us the lot of a petty thief is not a happy one.

Mayor's Mistake.

We will have no truck with the Mayor of Sheffield's reason for refusing an invitation to a conference of the National Window Cleaners' Assurance Society because it is not of national importance. Any work involving the welfare of human beings is most important to the nation. No doubt the mayor would agree if he could not see his parlour for dirt on the town-hall panes.

No Name !

Churchgoers in Clifton-on-Dunsmore are pestered by anonymous and nasty communications, and the vicar, the Rev. E. P. Hindley, hints at effective action being taken if the writer is found. We approve his determination. Underhand insinuations work a great deal of ill, and it is in the interests of the community that the evil-doers should themselves be undermined.

The Escape.

Because she was " more sinned against than sinning," Mr. Hay Halkett at Marylebone placed on probation a young servant girl who pleaded guilty to taking £60 worth of jewellery from her employer, being influenced by a married man by whom she has already had a baby. The court thought this man " very lucky to have escaped." The scandal is, Why did he ?

Born So.

In a case before Judge Cluer at the Shoreditch County Court, where a landlord sought possession of a house, the defendant had to be communicated with by means of scribbled notes. The defaulting tenants, man and wife, were deaf and dumb. That they had four children, every one of whom was also deaf and dumb, gives point to the whole case for the teaching of eugenics.

Kindly Act.

Denied his father's roof, prison, failing any remand home at Portsmouth, loomed before Albert George Kimber, aged seventeen, remanded for a week on a charge of a bicycle theft. P.C. Team, however, the court jailer, took him home, found him industrious and amenable, with the result that the lad has been put on probation for two years. No wonder the magistrates complimented Team on his practical human sympathy.

Wanton Vandalism.

With the return of the spring flowers the vandalism of those who "run out into the country" for week-ends has recommenced. The primrose, among other wild flowers, is threatened with extinction. Why not pass more stringent laws and prosecute offenders? Switzerland had to do it, and we must follow suit unless willing to see the whole countryside bleak and bare.

Well in the Neck.

When John Wright, a manservant, tried to blackmail his employer and his employer's fiancée, the latter secured by telephone a detective who listened to the blackmailer's conversation, with the result that he was sent to three years' penal servitude. We have great admiration for the lady. If blackmailers were always as efficiently faced they would soon disappear.

Driving Out Drink.

The Wood Green magistrate who advised a drunkard with thirty previous convictions to accept twenty-eight days' imprisonment in lieu of a 40s. fine on the ground that the alcohol would probably get out of his system, is on the right tack. National homes for the scientific cure of drunkards, if they existed, would have made the magisterial course even simpler.

Our Fire-fighters.

When three women, imprisoned by fire in a shop in Stratford High Street were rescued by the West Ham Fire Brigade, one of them, in her pleasure and excitement, kissed her rescuer. The man in the helmet may have blushed, but all the same it was a spontaneous tribute. But for the brigade there might have been a tragedy involving three in dreadful death.

Only a Cat!

A cat is supposed to have nine lives, but Lewis Grolla, an Ancoats youth, did not think of that when he saw a cat in peril. He dived into the River Irwell at Strangeways and saved the cat, which lacerated his arms in its terror. Grolla suffered owing to his humanity. We hope that one of the animal societies has taken note of his heroism and will reward him. He is one of the right sort.

Mean Doorstep Diddle.

Two unknown men have lately been operating in the Aston district, where they have represented themselves as "travelling registrars for the exchange of houses." Their object has been to obtain small fees from credulous housewives in the poorer neighbourhoods on the pretext that better housing accommodation is to be arranged. This is a particularly mean form of fraud and Aston housewives should be well on the alert.

Fourpence Left.

"Suicide of unsound mind" was the verdict on the death of Alexander Farina, a Pallion labourer. Expecting the return of his lad of thirteen from a convalescent school, living since the cessation of his unemployment pay "on the parish," he worried himself to the pitch of suicide because he had only fourpence in the world. Surely the madness in the case exists with a society that allows such conditions.

Pennywise Justice.

With bitter memory of an eighteen months' sentence for theft of a penny, George Felstead, at forty-six, with a "terrible record," has been sentenced at Middlesex Sessions to five years' penal servitude for jewellery theft. More, his wife cheerily enters on a year and a half's imprisonment, shouting it will do her no good. If present-day justice can do no better with society's offenders it had better shut up shop.

Avaunt, Germs!

Although sympathising with the Wrexham Branch of the National Farmers' Union in not wanting local producers driven to sending their milk out of the district, we have an even greater respect for the Town Council Health Committee for claiming that "all milk, unless Grade A, must be cheap and dirty." The farmers' real answer to the committee's insistence on the best milk obtainable is to provide it.

Sad World for Songsters.

Sad tales of disillusion reach us from time to time from would-be song-writers who have entered into transactions with the Strand Music Company, of Gerrard Street, London, which seems to make a practice of publishing at the author's expense. The very fact that a company is not willing to run the risk of publishing on its own account should serve as a danger-signal to the aspirant.

Bogus Telephone Calls.

Certain clever thieves have lately been very energetic in Birmingham and district. In one instance they got two servants out of the house by telephoning "special instructions" for them both to go immediately to the General Hospital as their mistress had met with a serious accident. With the field thus clear, the thieves made a quick haul of jewellery; other householders should therefore be on their guard.

Poison Pens.

"It was inconceivable that people should have it in their minds" was the comment of the prosecuting counsel before the Isle of Wight Bench, which fined Charles Howard, a Freshwater confectioner, and his wife, Patricia Howard, for sending to a married woman neighbour indecently worded postcards. We compliment Mrs. Tucker on her courage in bringing the action. When people have the wickedness to send filth through the post they merit severe punishment.

Two of a Kind.

"E. Griffiths and Co." and "Mendes and Co." are the two latest names to appear on the familiar circulars purporting to give particulars of bargains in "unclaimed goods and salvage stock," which are pressed upon provincial housewives. The address, however, remains true to precedent in this ancient form of doorstep dodge, and is cited as "London and Leeds." Once again, then, it may be desirable to warn housewives that bargains made upon the doorstep seldom prove satisfactory.

Misguided Offer.

When a South Devon reader recently advertised for a job, he received a circular letter from a person named R. D. Woodcock, of Beresford Avenue, Hanwell, who offered to supply "a skilfully written sales letter" as "a very good way to obtain a berth." The phraseology of this letter is familiar in every detail and we are afraid that Mr. Woodcock is one of the many misguided individuals who have been encouraged by some home-employment shark. If he will be advised by us he will find some better occupation.

Up-to-date Trickster.

Benito Poy y Casas, who dates his correspondence from "The Fortress, Barcelona," is an ardent exponent of the old Spanish prisoner trick, and, doubtless, some innocent souls who are favoured with his flowery communications must marvel at the indulgence of the authorities in permitting the captive Casas to turn out his correspondence on a cyclostyle! Alas! Instead of signifying a victory for the prison reformers, this up-to-date touch clearly shows that the Spanish prisoner trick is still profitable enough to make investment in a duplicating machine worth while!

Invicta Trust Victim.

A pathetic letter reaches us from an old man of seventy-six, who responded to one of the offers made by the Invicta Trust, Ltd., of High Holborn, London, and sent £10 for investment. After some delay, he received a circular letter from that notorious financial figure, T. Sleigh Appleton, pleading illness, but promising to make up "for the losses of time and opportunity" in the future. Now, however, the aged investor knows that he has fallen into bad hands and has written numerous letters asking for the return of his money, needless to say, without success.

"JOHN BULL" pays
32 749 CHEQUES
To REGISTERED READERS. *See page 2)*

Problems of Life

The Passing of Inhumanity

by the Rev. R. J. CAMPBELL, D.D.

VISITORS to the headquarters of the League of Nations at Geneva may be tempted to visit the picturesque Castle of Chillon farther up the lake. Viewed from a distance, it is a most beautiful object, principally, I think, because of its setting. The whole panorama of which it forms a part is one of the most charming in the world.

Dr. R. J. Campbell

But enter the building and perhaps you will not be so pleased. It is a grim old fortress, reminiscent of days when deeds of blood were matters of everyday occurrence in this historic land. Like our Tower of London, its walls seem to suggest the presence of dreadful secrets of the past.

They will show you the torture-chamber, with the pillar still standing to which poor doomed wretches were bound before being subjected to fiendish cruelties.

The marks of the hot irons that seared their quivering limbs are plain to be seen on that horrible relic of a bygone age; and there, too, is the opening in the wall whence the dead bodies of the victims were shot into the lake.

THE custodian of this den of devilry will perhaps tell you that the private apartments of the duchess and her ladies were formerly just overhead. Those who occupied them must have had nerves like cables, for they would hear the screams of the prisoners who were being done to death beneath their feet.

Has human nature changed since that evil period? Without claiming too much, we may be fairly confident that it has.

There are those who say that human nature never changes. They are wrong, as history proves.

The great surgeon, Sir James Paget, once said that the greater nervous development of modern civilised man had made for greater sensitiveness and, therefore, for greater sympathy.

The ordinary man of to-day, he said, could not stand the rack for five minutes, whereas gentle ladies had been known to endure it bravely in the sixteenth century.

The Great War did much to brutalise us, but, on the whole, hearts are tenderer and minds more compassionate than of old.

IT is scarcely a hundred years since children were hung in chains for petty thefts: we could not bear to look upon such a sight now.

Let no man persuade us that greater hardness means greater strength; it is the exact opposite of the truth. The best of men are the gentlest; the bravest are those who shrink most from inflicting needless pain; the richest natures are those that have the most feeling for others.

The future belongs, not to the most ruthless, but to the most merciful; not to the breaker of bodies, but to the builder of souls.

A SHARK'S LURID RECORD

"HEADING" FOR BANKRUPTCY

Weaver's Tangled Web

A TREMENDOUS sensation in greyhound-racing and company-promoting circles was occasioned by the publication of our exclusive story a fortnight ago concerning Mr. Harry Heading's connection with the White City (Manchester) Greyhound Association, Ltd.

Mr. Heading, we revealed, was a company promoter of extremely shady reputation, and our article had not been on sale many hours when some interesting developments took place.

We were, in fact, visited by Sir George Colthurst, Bart., and Captain Miles W. A. Peel Graham, M.C., two directors of the company.

Our two distinguished visitors were very frank about the truth of our references to Heading, and, of course, agreed that association with such an unstable individual was, to say the least, decidedly regrettable.

Swift development

But now that they had become possessed of the true facts, Captain Graham explained, the directors of the company had, that very day, held a board meeting for the purpose of displacing a Mr. Alexander McNicol Turner, who had been nominated by Heading to represent him on the board.

We congratulate the directors of the company in dissociating themselves from Heading and his confrères in this manner.

With such a necessary development effected, the main object of our article has been attained; but in dealing with Heading's company operations, we named certain concerns that had failed with heavy losses, and because our space was limited we could only touch upon the fringe of his amazing career.

Heading, for instance, was associated with a concern called the Metropolitan Housing Corporation, Ltd., his chief colleagues with him in this venture being Mr. McNicol Turner, a notorious "financier" named Leonard William Weaver, and a gentleman named Wyatt Digby.

The last-named is an ex-solicitor, who was struck off the rolls some years ago by the Law Society for misappropriating the moneys of his clients.

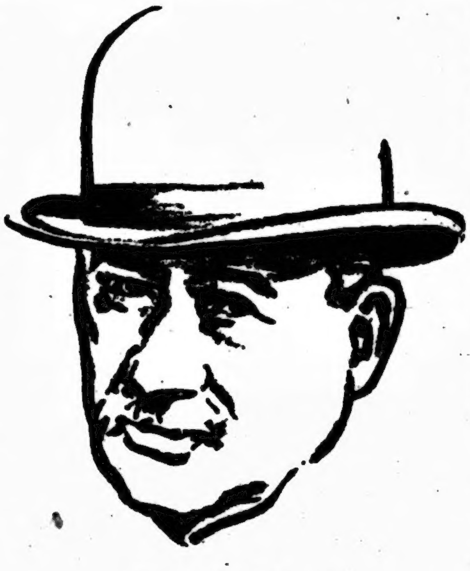
Bitter experience

The Metropolitan Housing Corporation was supposed to deal in houses, equipment, furniture, and gardens; but, like many other concerns with which Heading has been associated, it recently went into liquidation with overwhelming liabilities, an order for its compulsory winding-up being made by Mr. Justice Eve.

Amongst the many people who have had bitter experience with the Metropolitan Housing Corporation is Mr. William Edwin Gardiner, a builder in a small way of business, who executed certain work at Heading's request at one or other of his offices.

When he asked for payment, a matter of £78, he received a cheque on account from Mr. Weaver for £26, which was later dishonoured.

After that his efforts to get his accounts settled were fraught with extraordinary difficulties. McNicol Turner said that Heading must pay, while Heading, in his turn, put the responsibility upon Wyatt Digby, and so on.



Mr. L. W. Weaver.

Finally, Mr. Gardiner was given a bill of exchange by Wyatt Digby, which Heading agreed to discount.

Slender capital

But when the luckless builder took the bill to Heading, the latter greeted him with the surprising assertion that it was not worth the paper on which it was written, and that he had better see Wyatt Digby about it.

Heading was right. The bill of exchange, which is before us as we write, is signed on behalf of the Metropolitan Housing Corporation by Wyatt Digby, L. W. Weaver and a Mr. Jackson, who has acted as secretary to a number of Heading's companies.

It has never been met, and, at the time it was given, the share capital of the company was exactly two shillings—one shilling share being held respectively by Heading and McNicol Turner!

In the end, Mr. Gardiner was forced to bring a county court action against Heading and Wyatt Digby. He won it; but Wyatt Digby and Heading appealed to the Divisional Court, and Gardiner, being none too well off, had to find the money to fight the appeal or drop the case.

Mr. Justice Shearman, who, with Mr. Justice Finlay, ultimately heard the appeal, denounced Heading and Wyatt Digby as "shady financiers," and gave judgment for Mr. Gardiner with costs.

But the "shady financiers" did not pay even then. They went to the Court of Appeal and further funds had to be found by Gardiner, who, last week, won his legal battle for the third time.

But will he get his money now? It is surely strange to find Heading and his friends, who dabble in thousands, taking such pains to evade payment in this way!

What sort of a man is Weaver, who, with Wyatt Digby, signed the monstrous bill of exchange! He is a gentleman who has been many things in his time—a boot and shoe repairer, a fruit-farmer, a soap-maker, a manufacturer of petrol substitute, a railway constructor, and, last but not least, an evangelist, teaching people the beauty of truth!

Not always truthful

How far he succeeded in his pious mission we cannot say, but we do know that Weaver does not always speak the truth himself, for he was denounced recently in a friendly society's enquiry as a man who had lied in answer to certain vital questions.

Weaver's financial status may be gauged by the fact that he has been bankrupt on no fewer than three occasions, from two of which he has obtained his discharge. His last was a few months ago, when his admitted liabilities were £9,189.

Amongst the various other concerns with which Heading is associated is the Consolidated Brick and Coal Co., Ltd., and both Weaver and McNicol Turner are again with him.

This company, which obtained many thousands of pounds from the public, is now being urged by the Registrar of Joint Stock Companies to supply essential information required by law that has been withheld.

It would be possible to continue indefinitely, recording details of company after company of this type, but we will conclude with a venture launched in the name of the Finance Guarantee Co., Ltd.

Heavy losses

This concern, amongst other operations, undertook the formation of companies for clients who paid substantial fees. It is within our knowledge that some of these clients lost very heavily in this connection.

Here, again, the energetic ex-solicitor, Wyatt Digby, McNicol Turner and Harry Heading were all associated. To say that it has now joined the host of other ventures in liquidation is a wearisome but undeniable fact.

Indeed, Heading has been associated with so many disasters—in which huge amounts, in the aggregate, are involved—that we urge the Board of Trade to hold a special enquiry into his amazing ramifications.

Our bulky dossier is at the Board's disposal if it is prepared to carry out the much-needed investigation for which these facts so urgently call.

A Piccadilly Flat-trap

The Man Behind the Scenes

CANNOT the authorities do anything to put a stop to the unsatisfactory business now being carried on by the Piccadilly Industrial Investments, of Bond Street House, 14, Clifford Street, W.?

We ask this question because we are constantly receiving complaints from traders, all of whom are insistent in declaring that they have paid heavy fees to Piccadilly Industrial Investments in the belief that the company would assist them to raise capital for their businesses.

The capital in these cases has never been forthcoming, however, and the traders have received only a few stock forms relating to a proposed limited company.

Promising proposition

But let us examine a typical case—that of a Bristol trader who first got into touch with Piccadilly Investments through an advertisement calling for representatives.

An initial letter from the firm suggested that if he were calling on business firms he could mention that he was "acting for a financial firm in London (not money-lenders) who would be pleased to assist in raising additional capital."

Elsewhere the letter suggested that the company had many genuine persons on its books with available capital.

The Bristol trader thought the proposition so good that he decided to invoke the aid of the Piccadilly Investments in connection with his own business.

In due course it was proposed to form it into a limited liability company, and the trader paid £52 10s. in advance for "expenses."

All he has to-day is a sheaf of documents, in spite of the fact that more than one hint was made to the effect that capital would be forthcoming.

Beside this story it is interesting to note the experience of a Neath reader, who was a little more cautious. He was asked to send £32 10s. as preliminary expenses, but before doing so he demanded evidence as to the genuineness of the proposition.

It is significant that Piccadilly Investments simply let the matter drop and he heard nothing more.

But in most cases the traders fall, and it seems that they have small hope of redress because the company is careful not to commit itself on paper and its rosiest promises are usually verbal.

Dissatisfied clients

Nevertheless, the fact that it has so many dissatisfied clients should be sufficient to warrant official investigation of its methods.

We should, therefore, like to draw the attention of the authorities to the fact that Piccadilly Investments is nothing more than a business name for a Mr. J. C. Hamilton, which in turn is the adopted name of J. C. Abrahams, a man who has twice been imprisoned for conspiring to obtain money by false pretences!

HUGE CATERING SWINDLE

PORK PIE PRINCE EXPOSED

Hot Plots in a Bakehouse

ABOUT eight months ago a very engaging gentleman, named George Beeson, who represented himself as a prominent citizen of Liverpool, took offices at 117, Camberwell Road, London, S.E.

It was his intention, he explained, to market specially prepared pork pies, of a brand which had become very popular in the North of England, and which he hoped to make equally famous in the Metropolis.

At the same time, he opened a bakehouse in Kenbury Street, S.E., a convenient distance from his headquarters.

The venture was launched as the Nottingham Pork Pie Company, and, to all outward appearances, trade soon became very brisk indeed.

The imposing notepaper of the concern described the business as that of "manufacturers and caterers," and imparted information to the effect that the company were makers of "Robin Hood (hand raised) Pork Pies—the Pie with the Unique Crust" and "Robin Hood Pork Sausages."

More inspiring still, however, was the intimation that the company were also "purveyors to the largest retailers of provisions in the United Kingdom."

Great strides

How far it actually went in its work of supplying pork pies and sausages to the largest retailers in the kingdom we are unable to say.

But Mr. Beeson certainly made great strides on the "catering" side of the business by ordering large consignments of various goods from traders in all parts of the country.

Almost daily parcels and crates of goods were delivered at Camberwell Road, and deposited in a basement there used by Beeson as a storeroom.

This sort of thing went on for a month or two; then the prosperous atmosphere at the headquarters of the Nottingham Pork Pie Company became less apparent.

Traders who had supplied goods to the company began to experience difficulty in obtaining payment, and it seemed that Beeson was chiefly catering for himself.

Hard-hit traders

Anxious letters started to pour in, and, while still ordering goods from fresh victims, Beeson was penning appeasing epistles to old ones, promising payment "within a few days."

As time passed, letters of complaint began to arrive by every post, and while some of the amounts involved were not very large, others were fairly substantial, embracing sums in the region of £50 and £100.

One of the numerous smaller creditors hails from Scunthorpe, and, although his claim is only for £8, he is hard hit because his business is a small one, and he can ill afford to lose the money.

A few months ago this man received an enquiry from the Nottingham Pork Pie Company concerning his prices for sausage-skins, and, encouraged by the assurance that all accounts were settled each Monday, he eventually despatched twenty bundles.

The following Monday came and went, and as no cheque was forthcoming the trader wrote to Camberwell to ask for settlement. He received no reply, and since then several further letters have been ignored.

In the end he received the belated "explanation" that his account had been "overlooked," but that he need have no fears. It appeared that the business had been temporarily discontinued and that Beeson had turned his energies in another direction—"something new for London, a real Colwick Cheese."

With this information came the promise that the money due would shortly be sent, but the trader has heard nothing more, and it is unlikely that he will ever obtain satisfaction.

A Lancashire firm sent several bags of flour to Camberwell Road, in response to Beeson's esteemed orders, and waited until its account mounted to £90 before pressing for payment.

Hearing nothing, it caused enquiries to be made in London, and learnt with dismay that the Nottingham Pork Pie Company was very heavily in debt, and that the chances of recovering anything were growing more remote every day.

Swift move

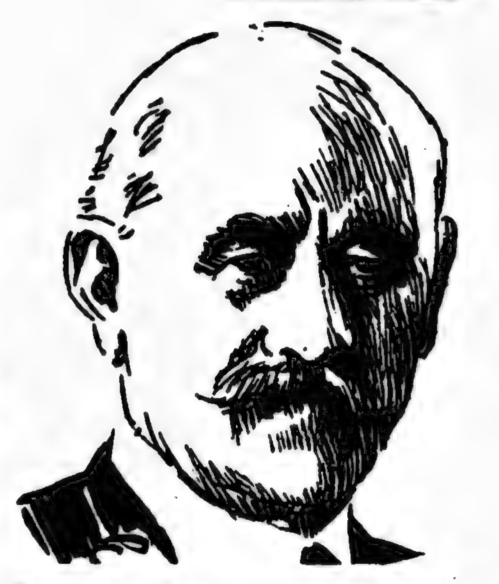
The most flagrant thing about Beeson's operations is that they were by no means restricted to pork and piecrust.

Cakes, Christmas puddings, tablecloths, serviettes, chocolates, preserved sweetmeats, wines, towel stands and cutlery figured amongst the varied assortment of articles delivered at Camberwell Road.

And, although they have all been disposed of, Beeson has never bothered himself about payment.

Complaints reached Scotland Yard in such numbers that the matter was placed in the hands of the Criminal Investigation Department attached to Camberwell Green Police Station.

Whether Beeson got to hear of impending trouble in this direction we cannot say, but he certainly acted very swiftly.



Mr. Charles Hawkins, Secretary, Society for the Prevention of Fraudulent Trading who should be interested in the facts here recorded

At the unusual hour of 9 p.m. one evening, an assistant asked the caretaker of the Camberwell Road building for the keys of the storeroom.

There was a lorry outside and the caretaker refused to comply with the request because Beeson had previously instructed her not to give the keys to anyone but himself.

The assistant then made the startling suggestion that he would break open the doors, whereupon the caretaker went for a policeman and the lorry disappeared.

A little later Mr. Beeson saw the caretaker and told her that it would be quite in order for goods to be moved.

Thus it was that the storeroom was subsequently cleared, and since then Beeson has not been seen at Camberwell Road, or at a flat he occupied in Coldharbour Lane, and which he vacated without paying his rent.

Complaints are now pouring in to the Camberwell Green police, who consider the scheme to be a long-firm fraud of the most brazen character.

SURPRISING SILK STOCKING SCHEME

A TALL TEN THOUSAND

AN interesting circular letter has just been issued from 20-22, Maddox Street, Regent Street, London, by the Co-operative Buyers' Association, Ltd., inviting the public o assist in popularising certain osiery.

The directors, it is stated, have eserved 20,000 8 per cent. participatng preference shares of 5s. each for ormer customers who first make pplication.

Apart from participating in the rofits, these customer-investors will ave the "outstanding advantage" f a trade discount of 10 per cent. n all purchases of hosiery.

ail-order concern

Thus, it is explained, each customernvestor will be constituted a "local gent" for the firm's hosiery products.

The shares can be paid for in instalents or in full, but although cash ust accompany each application, he firm cannot promise that shares ill be allotted as "there is every reason to believe that this issue of shares will be over-subscribed."

The business of the Co-operative Buyers' Association, Ltd., is to be purely a mail-order one, but its nominal capital is £25,000, split up into 60,000 8 per cent. participating preference shares of 5s. each and 200,000 deferred ordinary shares of 1s. each.

Criticised business

Now, the Co-operative Buyers' Association, Ltd., is a new company, which has just been formed "to acquire and take over as a going concern the undertaking and assets of La Journesse, Journasilk Hosiery and Journasilk, Ltd."

This is illuminating, especially when we learn that the purchase price is £10,750 in shares, the vendors taking 3,000 preference shares and all the 200,000 deferred.

Let us first consider the history of La Journesse. This was merely a business name for Louis Pearl and Nancy Cope, and the business conducted by them was criticised in John Bull as being of the snowball variety.

After a number of traders had supplied this firm with goods for which they could not obtain payment, Camden Stores, Ltd., ended ingloriously upon the rocks.

And what of the Journasilk Hosiery Company? This was conducted from the premises in Maddox Street which now constitute the registered offices of the newly formed Co-operative Buyers' Association, Ltd., and it was merely the business name of Victor Ewart Cope.

Snowball scheme

The Journasilk Hosiery Company was also criticised by us because it was nothing more than a snowball scheme in disguise, with silk stockings as the lure instead of cash prizes.

To qualify for the stockings one had to sell four coupons to four friends, each of whom had to sell four further coupons, and so on

Mr. Cope also came under our notice in connection with another scheme run from Maddox Street in the business name of the Motor Service Association.

This scheme, which was to offer wonderful service to motorists in return for the modest fee of 10s. 6d., was scathingly denounced in a well-known motor trade journal.

Uninspiring record

It cannot be said, then, that the record of La Journesse and Journasilk Hosiery inspires confidence; but what of Journasilk, Ltd., the company which is to sell these two businesses to the new Co-operative Buyers' Association for £10,750 worth of shares?

It was merely registered on January 16 last with a nominal capital of £100, of which only £2 has been paid up.

In view of all these disclosures, is the new Co-operative Buyers' Association, Ltd., justified in asking outside investors to subscribe to the tune of £5,000?

A CRYSTAL CLAW

CAUGHT FOOLS AND A JESTA

A Mystic Takes the Biscuit

THERE will, apparently, always be credulous and foolish people about. But even so, it is the duty of the authorities to see that artful charlatans do not make gain from their foolishness

ONE of the busiest individuals in London at the present moment must be Madame Jesta, of 179, Railway Approach, Shepherd's Bush, W.

Madame Jesta moves in an atmosphere of mystery. If you saunter down Railway Approach you will not see her name above the door of 179; in the same way, you will search in vain for Madame's name in the London Telephone Directory.

Nevertheless, the startling fact remains that she is to be found at the address in question if you go the right way about it, and she can always be called on the telephone at Riverside 1514.

Mysterious charlatan

Why this mystery? The answer is that she thrives upon it. Madame Jesta, to reveal the truth, is a professional mystic.

From what has been said so far, the reader will gather that Madame Jesta is not of the humble fortune-telling fraternity to be met at race-meetings or on the pier at the seaside.

She is a charlatan who, by investing herself with an aura of mystery, has attained an exclusive and highly profitable eminence.

As such, we say, without hesitation, she constitutes a very grave menace to impressionable young girls, on whose custom she largely relies for her success.

In fact, we are entirely in accord with Mr. Boyd, the West London magistrate, who, in considering a recent case, in which an "exclusive" fortune-teller figured, remarked: "Fortune-telling is a far greater menace than the public generally suppose."

Let us take the illustrative case of a young woman who recently consulted Madame Jesta.

She rang up the Riverside number to ask for an appointment one day, and was informed that Madame Jesta was fully booked up for the next nine days.

She hung up the receiver in disappointment, but ten minutes later rang up again, having decided to book a consultation. Imagine her astonishment on being told that Madame was now booked up for ten days.

The foregoing gives a very forceful idea of Madame's popularity, and when the young lady in question eventually secured an appointment she went to Railway Approach in a fever of expectation.

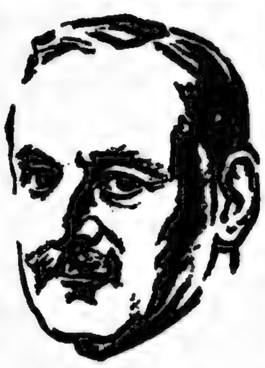
Bad guesses

She found the address given by Madame Jesta to be that of a firm dealing in furniture, carpets, curios, etc.; but upon enquiry she was ushered into a small, darkened room at the rear of the shop, where an elderly man handed her over to the mysterious Madame Jesta.

The latter conducted her client up a flight of brilliant orange stairs to a small apartment, dimly illumined by a single electric globe. In the dim obscurity of her surroundings the young lady could discern costly draperies, cabinets, curios, charms, and Eastern pottery.

A small table held an assortment of cheap bangles, charms, cigarette-holders, etc. The client was instructed to select a charm, and Madame Jesta, who was clad in an elaborate evening frock with a curious cape, opened the consultation.

After making a number of very bad guesses as to her client's personal affairs, Madame gazed into a crystal, set in a huge claw, and "saw" her client making a trip to Paris.



Mr. E. C. Boyd, the West London magistrate

She also spoke of a better job that would be offered, but suggested that it might not be worth while taking it as the lady was soon to be married.

Method in madness

In the latter connection, Madame spoke of a jealous rival who should be avoided, and with several more bad guesses the consultation was brought to a close.

Madame's fee for this was 5s., but—and it is a very important but—the receipt handed to the client bore the inscription, "1 Charm, 5s."

Five shillings for a trinket worth 1s. at the most is, of course, absurd; but there is method in Madame's madness. This procedure is obviously resorted to in an endeavour to keep well on the right side of the law.

Nevertheless, the fact remains that Madame Jesta is not a charm-seller. If she were, then Woolworths and the penny bazaar would soon force her to lower her prices.

The fact that she is booked up far ahead and that casual callers have to wait in queues, shows that she is reaping huge profits.

The mischief that her so-called fortune-telling may occasion amongst the simple-minded cannot be estimated; but we know of at least one young husband who was told by Madame that his wife was unfaithful.

He, too, paid 5s., and came away with this bitter information and an Oriental bean worth twopence.

It is outrageous that foolish and credulous people should be so imposed upon, and we hope the authorities will subject Madame's affairs to close investigation.

BIG "BILL" BAILY

A SINK IN SAND

The Creditors' Desert

DUBIOUS schemes are continually being floated. But when a promoter launches an enterprise, fails to pay just debts and issues worthless cheques, it is time that a warning was issued

DURING the summer of last year a concern known as J. Baily and Co., Ltd., was registered at Somerset House, and began to operate in the somewhat prosaic business of dealing in sand and ballast.

This new company was formed to take over the business of a person called John William Baily, who, apparently, had already made a name for himself as a sand and ballast expert.

Mr. Baily, in consequence of his experience in his calling, was granted £775 in shares. He was also to be the managing director of the new concern for at least fifteen years, and was thus to fling his goodwill and knowledge into the scheme.

Such a position might have been well merited, but Mr. Baily did not occupy his important appointment for anything like fifteen years, or even fifteen months.

Not a giant

He faded out of the picture when the newly formed J. Baily and Co., Ltd., went into liquidation after less than seven months of business!

This crash, in which the liabilities were heavy, does not surprise us in the least. We know that Mr. Baily is by no means the giant in the sand and ballast trade he has made himself out to be, and there are a good many people who now regret the day they got in touch with him.

One of these rueful gentlemen is a resident at Edmonton, who executed certain haulage work for Baily some time ago.

The extent of his labours may be gauged from the fact that his bill soon rose to £41; the extent of Baily's finances may be gathered from the fact that he was only able to pay £27 on account.

That would have been bad enough, but worse was soon to follow, for the £27 was paid by a cheque which was not met by the bank.

The Edmonton creditor held up the cheque for a day or two, and then, feeling sure that further funds would be at Baily's disposal by that time, he presented the cheque again. Once more it was returned marked "R.D."

Unsettled debt

But little set-backs of this kind did not appear to perturb the financial spirit of Mr. Baily, and the Edmonton client has been forced to take proceedings in the county court.

Another victim of Baily's unique business methods is a Lambeth firm which entered into a contract to carry out certain work for J. Baily and Co., Ltd., when it was operating from an office in Bloomsbury Square.

This Lambeth firm, in accordance with Baily's instructions, cleared away a quantity of rubbish from a certain site, repaired doors, executed certain electrical renovations and completed various other tasks. The bill eventually came to £138, but all efforts to obtain settlement have proved fruitless.

A poignant story is afforded by the experience of two young ex-soldiers in Southwark, who have long endured the bitterness of unemployment.

The cheque came back

Weary of drawing the "dole," they struggled together to obtain a lorry and, successful in their quest, were lucky enough—as they thought—to obtain an order for carrying out certain haulage work.

Unfortunately, this order came from Mr. Baily, and although the struggling chums did the work well, they had the utmost difficulty in getting their money.

Eventually they received a cheque for £9 12s. 7d., which they cashed through a local tradesman. The latter knew them as honourable customers, and his surprise may be imagined when the cheque, drawn by Baily on a bank in Newington Causeway, came back "R.D."

The sufferings of these two ex-Servicemen have thus been rendered all the more acute, and they are now endeavouring to reimburse the tradesman who cashed the dishonoured cheque by paying off the money in instalments.

Other examples could be cited, but the foregoing should more than suffice. Some little time ago, though, Baily was operating from an address in the Strand, and the landlord of the premises he then occupied can speak with feeling.

Give him a miss!

"He left here owing rent," is the latter's lament, "and after he had gone many people called at the office for moneys owing. Even an officer from the court came with a summons and, to crown everything, a broker's man came to take possession!"

In the course of the bankruptcy proceedings against J. Baily and Co., Ltd., certain very illuminating facts have been brought to light.

One is that Baily drew from the newly formed but stagnating business, a salary of no less than £8 a week, plus £4 "expenses," although practically no business was done.

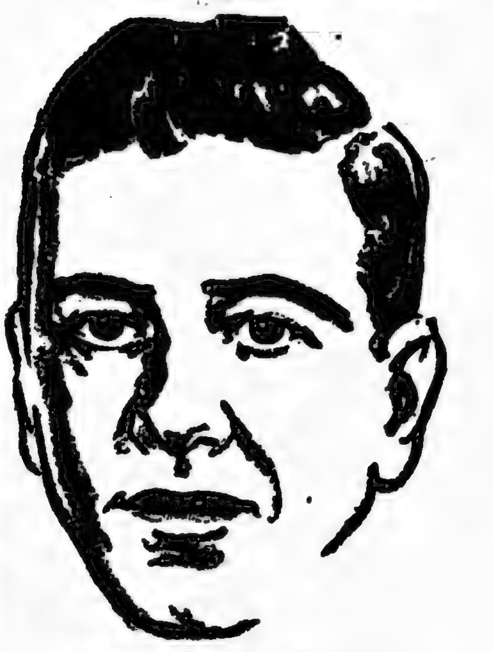
Another vital point is that when the company was formed to take over Baily's business, he himself was very heavily in debt!

It seems superfluous to warn readers to steer clear of any project put forward by Baily, who has shown so often, in his callous disregard for creditors' claims, that his heart is as stony as the "hardcore gravel" he handles in the course of his dubious business enterprises.

A BOOK WE BAN

THE KEY TO LONDON

High-Flier's Frenzied Finance



Patrick Joseph Holahan.

PATRICK JOSEPH HOLAHAN, who confesses to having spent thirteen years in America, rst came to our notice just over two ears ago. He then advertised from n apartment-house at Shepherd's Bush a handbook called "The Land f Opportunity."

This purported to be a practical andbook for all those contemplating migration to the United States.

Those who paid 1s. 3d. for the rivilege of reading this sixteen-page amphlet must have wondered why Patrick Joseph ever left that wonderul land of opportunity he described o graphically.

Following his efforts to entice eople in this country to go to merica, Mr. Holahan conceived the dea of enticing Americans to come o England.

With this end in view, he founded publication, called "The Key to ondon," a breezy guide-book for isitors from abroad to the metroolis. The first number was pubished in May, 1926.

olden ey

It was printed by a Leyton firm, ho, in October of the same year, ere compelled to sue Mr. Holahan r moneys owing. They obtained udgment in the High Court, and ventually secured payment.

Another firm of printers then ssumed the responsibility of proucing "The Key to London." It, n turn, became a creditor, and now third firm is employed.

In order to make "The Key to ondon" veritably a guide-book for e American visitor, Mr. Holahan alled himself the American Information Bureau. He took offices at 199, Piccadilly, and hung out the Stars and Stripes.

"The Key to London" is now in its twenty-third month of publication. It is a handsome publication, with a golden key on the cover, the handle of which is superimposed on a photograph of the "Traitors' Gate."

Big undertaking

One of the main features of this publication is a trade directory, showing visitors to London where they can stay, eat, buy, dance, play and generally enjoy themselves.

Advertisers are guaranteed a minimum circulation of 15,000 copies per month, said to be distributed throughout eighty-four Consulates, thirty-four Commercial Attaches and Chambers of Commerce, and sixteen steamship companies.

It is stated that every first and second class passenger on every ship belonging to these sixteen steamship companies bringing visitors to Great Britain receives a copy of "The Key to London."

The rate for advertisements is £30 per page, £17 per half-page, and £10 10s. per annum for inclusion in a trade directory—high rates for a free distribution of doubtful value.

Visitors to London are offered a free service by the American Information Bureau, which offers to accept and despatch cables, meet travellers on arrival, effect insurances, receive and hold mail, introduce guides, arrange motor-tours, bring overseas visitors together, *uphold British shopkeepers' integrity*, and generally undertake anything and everything *free*.

In February, 1927, this concern advertised in the *Times* and other newspapersfor acommercial manager, offering glowing prospects of a job ot be worth ultimately £1,000 a year.

To one gentleman who applied for this position Mr. Holahan suggested that he should invest £2,000 in his business, to bear interest at 6 per cent., offering a bill of exchange as security. The commencing salary offered was £400 a year.

On May 25, 1927, Mr. Holahan converted his business into a private limited company with a capital of 50,100 shares of £1, divided into 50,000 7 per cent. preference and 100 ordinary shares.

He entered into an agreement to sell his business to the company for £9,097 in shares, plus an undertaking by the company to pay, satisfy, fulfil and discharge all his debts, liabilities, contracts and engagements to the tune of another £9,400, himself being governing director of the company for life.

The book debts of the business, declared at £3,900, Mr. Holahan reserved to himself, but undertook to discharge liabilities equal to the net amount of the moneys realised from them. He allotted 9,000 shares to four people to whom he declared himself indebted for £9,000.

Frenzied finance

This remarkable agreement was dated August 4, 1927, and took effect from the first of that month.

Mr. Holahan's admitted liabilities on that date in respect of the American Information Bureau amounted to £22,300. £9,000 of this was satisfied by the allotment of shares received in payment for the business, the company further undertook to accept liability for a further £9,400, and Mr. Holahan agreed to defray £3,900 from the proceeds of book debts.

On November 30, 1927, the company issued a "Statement of Affairs," showing an excess of liabilities over assets of £25,067.

We have received a number of complaints from advertisers who allege that they were induced to sign contracts by promises and undertakings that have not been fulfilled.

Mr. Holahan's experiment is one of the best examples of frenzied finance brought to our notice.

Americans in London strongly resent the American Information Bureau's assumption that it can offer services of value to American visitors to this country.

Mr. Holahan's impudence in offering to guarantee the integrity of British shopkeepers who advertise in his publication is only equalled by the credulity of the advertisers.

Kept in the Dark

A Misunderstood Order

A PAINFUL tragedy has just occurred at Okehampton, in which certain aspects are so ave that immediate publicity seems lled for.

A child has died, and it has transred that a doctor, summoned on Saturday night, did not visit the ild until after its death on the llowing Wednesday!

The medical man in the case is r. Mitchell, of Hatherleigh, and ere has been an enquiry at a eeting of the Okehampton uardians.

efinite order

It was then made quite clear that e relieving officer did actually struct Dr. Mitchell to visit the ild on the Saturday.

The medical man put forward the ea that he did not know the case s an urgent one and was also der the impression that the order attend referred to a visit already de three days previously.

It was pointed out, however, that such orders were never retrospective, and that the particular order made on the Saturday in question definitely required the doctor to call and give treatment to the child named.

Press excluded

For some reason the Press representatives were excluded while the guardians discussed the case, but when they were again admitted the following resolution was announced:

"The guardians are of the opinion that inasmuch as the doctor is under a contract with the Board as a medical officer and received an order from the relieving officer to attend the case in question, they consider the order should have been punctually obeyed in accordance with the regulations."

We think so too! And we think, moreover, in view of the gravity of this case, and the fact that the Press was kept in the dark when it was being discussed, that the Minister of Health should call for a full report.

A Scamp Goes Free

Mother and Baby Suffer

A VERY moving story has been unfolded to us by a Gateshead mother who is alarmed for the welfare of her young daughter, the victim of a cruel piece of deception.

The trouble began when the daughter, who is only seventeen, became friendly with a Naval reservist named David Burton, a man nearly twice her age.

The mother saw the danger of such an attachment and sent her daughter into service, hoping that the infatuation would be forgotten.

But Burton obtained a situation as handyman in the same household, and the friendship continued until the girl came to place the fullest confidence in her lover.

Misplaced confidence

She was soon to learn that that confidence had been sadly misplaced, however, for she became a mother, and Burton showed no inclination to play a manly part and offer her marriage.

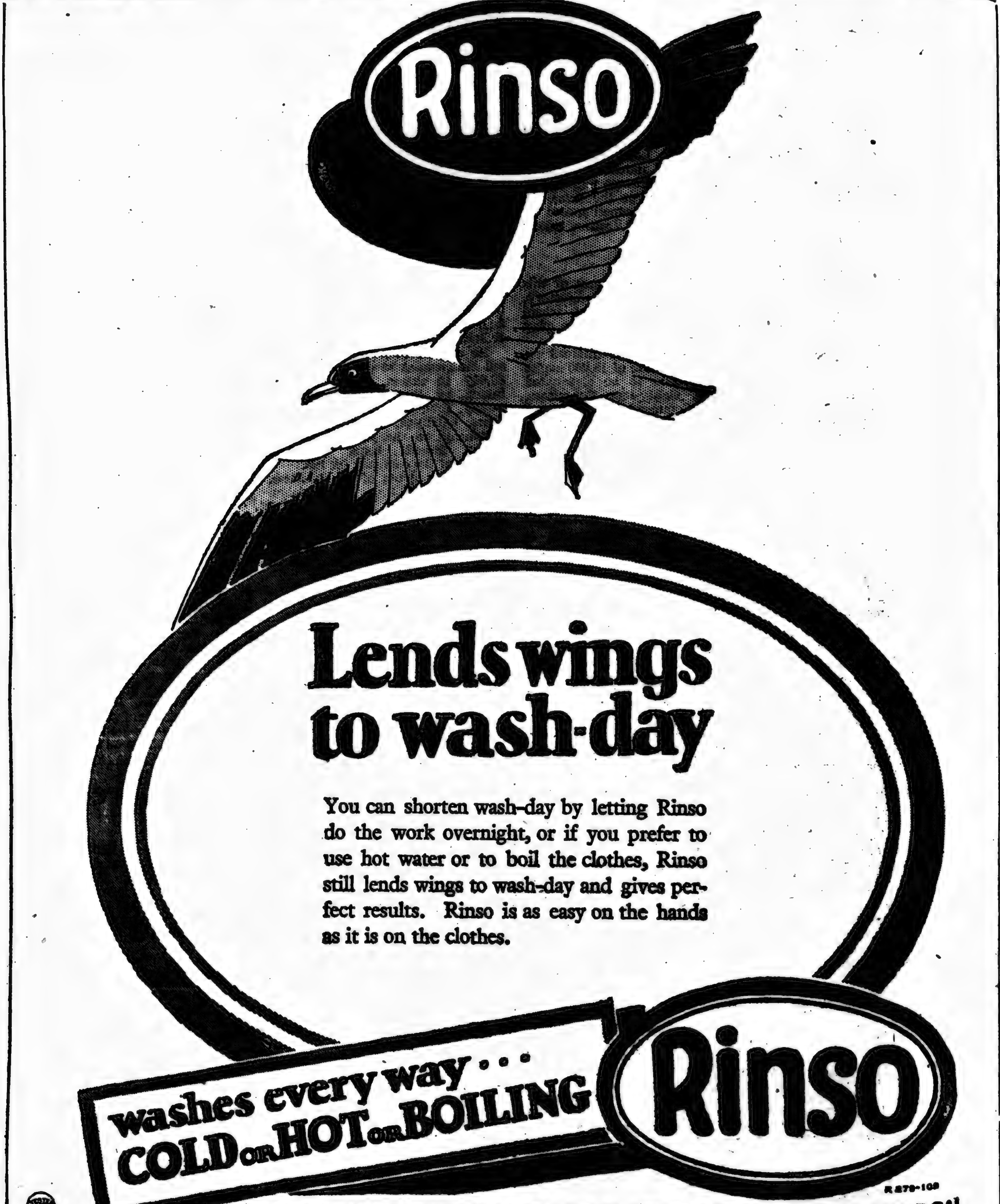
So, eventually she had to make her shame public and secured an affiliation order in Gateshead County Court. But, although the law thus took her part, she could not obtain redress, for Burton simply went away and made no effort to comply with the order.

Disappointing reply

Acting upon advice, this distracted girl's mother wrote respectfully to the Naval authorities, setting forth the sad story and enclosing the affiliation order in corroboration. Was it possible, she asked, for the money due to her daughter to be stopped from Burton's reserve pay?

The reply was disappointing, and merely consisted of a brief note to the effect that it was against regulations to pay the allowance to anyone except the reservist himself.

So, in this lamentable case, the scamp has everything in his favour, while the girl and baby he has wronged are left without redress



Rinso

Lends wings to wash-day

You can shorten wash-day by letting Rinso do the work overnight, or if you prefer to use hot water or to boil the clothes, Rinso still lends wings to wash-day and gives perfect results. Rinso is as easy on the hands as it is on the clothes.

washes every way . . .
COLD OR HOT OR BOILING

Rinso

R 279-109

R.S. HUDSON. LIMITED. LIVERPOOL. WEST BROMWICH AND LONDON

THE proposed surtax will hurt the workers severely if Labour attempts all the promises made in its name. The tax cannot possibly raise anything like the amount that the Socialists expect from it.

The Fatal Six

by MARCUS SAMUEL *(the well-known financier and business man)*

Mr. Marcus Samuel, cousin of Viscount Bearsted and the leading opponent of the surtax

MUCH is being heard in the constituencies of the "surtax." Much more may be heard later, as the General Election approaches. It is regarded as effective "propaganda." It is expected to get the votes, since it promises enormous benefits to the majority of the nation at the expense of "a minute minority." Whether the propaganda is honest or not is another question.

The promised benefits are set out in an official Labour Party leaflet, which is being quoted by Labour Party orators all over the kingdom.

They include an attack on poverty and unemployment; a reduction of rates by more generous assistance to local authorities from national funds; development schemes which will increase the nation's production; the raising of the school age, with provision for adequate grants; the lightening of the burden of the National Debt; the raising of the standard of life.

The Labour Party asks, "Can this be done?" It answers its own question by saying that "It can be done by means of the surtax." But can it?

Conflicting figures

Will the surtax raise as much revenue as the Socialists assert that it will? Will that sum be large enough to finance the big schemes they promise in its name? Can the increased revenue be obtained without hurting industry?

According to Professor Keynes, whom the Socialists always quote, it must be remembered that we require £250,000,000 of surplus savings every year for investment in our growing industry. The Socialists estimate that the surtax will raise £85,000,000 per year, or £255,000,000 in three years, which is to be expended on social reform.

That is to say, they propose every year to commandeer £85,000,000, a third of what we ought to save and invest each year to keep industry alive, and divert it from productive to unproductive channels.

Mr. Snowden said of this tax on October 17 that if it cannot raise the amount claimed for it, "then the scheme breaks down." The man who made the £85,000,000 calculation was Mr. Lees Smith, M.P., originator of the scheme.

The proposal is that all "unearned incomes" over £500 shall be subject to an extra tax, averaging 2s. in the pound, although the "unearned" incomes may come from property or investments which represent the savings from a lifetime's work.

In his missionary zeal Mr. Lees Smith has credited 250,000 people with a total income between them of £850,000,000. In his article in the *New Leader* of February 17, however, he himself quotes Professor Henry Clay to prove that 900,000 people (including the 250,000 already mentioned) have incomes which, even altogether, do not amount to £850,000,000!

Too-rosy estimate

Could anything be more demonstrably contradictory and absurd? In face of Mr. Lees Smith's own figures, what becomes of the rosy estimates of the yield of the proposed surtax?

I do not wish to burden this article with a lot of dry figures. It is sufficient for my purpose to point out that the only year in which the various incomes which pay tax were divided into groups was 1919–20, and on the basis of the official figures the yield of a special tax on all unearned incomes of over £500, at an average rate of 2s. in the pound, is, according to Mr. G. W. Gough, approximately only £25,200,000.

But, say the Socialists, including, Mr. Graham who was at the Treasury when Mr. Snowden was Chancellor, why point out the damage a surtax yielding £85,000,000 will do, when at the same time you declare that the tax will yield less than a third of the amount?

Harmful promises

That question, of course, ignores the real point. It is not so much the amount of revenue a surtax will bring in, although that will be harmful enough, as the promises which have been made in its name.

The less the surtax brings in, the more will have to be raised in other ways, and the total amount needed to finance the schemes will be far greater than even Mr. Lees Smith's estimate of the surtax yield, and far greater will be the handicap to industry.

Mr. Snowden said at Doncaster that "there is no need at all for a surtax, nor for any special form of taxation, except for the purposes of debt reduction."

Mr. Snowden was obviously on that occasion not speaking for the Labour Party, since the official Labour Party leaflet mentions debt reduction as merely one of six purposes to which the yield of the surtax is to be devoted and which that yield will accomplish.

I have set out these six "first steps to the new social order" which "must be taken by the first Labour Parliament" earlier in the article. It is not necessary to repeat them here. It *is* necessary to examine their probable cost.

The result of carrying out the official Socialist pledges in connection with unemployment will be, as estimated by Mr. Gough—his name as an economist will, perhaps, carry more weight than mine as a business man—an additional charge on the taxpayer of £51,504,000.

Meagre result

The additional cost of carrying out the Socialist pledges with regard to education will be £32,391,000. That is the Socialists' own estimate.

Other items, the cost of which it is impossible to estimate, are the "more generous assistance from national funds to local authorities." What exactly will the more generous assistance run us into? To what extent is it proposed to "lighten the National Debt"? The National Debt is over seven and a half thousand millions. Will any sum under a hundred millions "lighten" it?

Development schemes will be set on foot. How? What will be the initial cost if they are to be worth the name?

"The standard of life is to be raised." How? By the abolition of all food taxes certainly. That has been definitely proposed and will cost £25,000,000, just about equal to Mr. Gough's estimated yield. But how high will the abolition of food taxes raise the standard of life of 45,000,000 people?—about 2½d. a head a week. What are the additional proposals? What will be the total cost?

And all these things out of £25,000,000 a year! It is clear that if these "first steps to the new social order" are taken by the first Labour Parliament, then an enormous amount must be raised by taxation other than the surtax.

This could not be more clearly demonstrated than by Mr. Snowden at Plymouth on January 27, when he said: "Even accepting Sir Herbert Samuel's figure of the ultimate cost of social reform schemes of £220,000,000, if he were compelled to find the money he would be able to do it." But the Labour Party officially says it can be done with £85,000,000 by the first Labour Parliament!

I am quite certain that the more conservative of the Socialist economists are convinced of the absurdity of the claims made on behalf of this tax.

Workers suffer

I am quite convinced that neither Mr. Snowden nor Mr. Graham would subscribe to the view that the six "steps" can be taken by the next Labour Parliament, because they know that the more money kept back from industry at a time when savings have actually fallen below the need of the country, the greater the injury to industry and the greater increase in unemployment.

Mr. Snowden himself declared, on October 17, that "Trade revival is virtually dependent on capital saving," and he added that "our annual savings ought to be £350,000,000 *more* than they are to-day."

The very suggestion of too heavy taxation does incalculable harm. The rich can be too heavily burdened as well as the camel—and they are better able to look after themselves. We saw the flight from the mark in Germany, the flight from the franc in France. In both cases the workers suffered. We in the City know that the flight from the pound is a danger the Socialists cannot guard us against.

Incompetent or dishonest

The whole boosting up of the tax is propaganda—and dishonest propaganda. Those who are organising it state that the people who would be called upon to pay the tax are but "a minute minority," and infer that the vast mass of the electorate would not be affected; therefore, they are being bribed to vote Socialist by the promises of immense benefits for the whole of which they are told the surtax will pay.

If the Socialists know that a 2s. surtax cannot possibly yield enough to pay for the promised blessings, then they are dishonest. If they do not know, then they are incompetent, as Socialist economists (there may be exceptions) usually are. In either event they are dangerous.

I am a business man. There are no politics in business, and we must approach such a proposition as the Socialist surtax with the idea of seeing if the figures fit in with the facts. The Socialists produce figures to fit their theories without regard to facts, so they are bound to be wrong and found to be wrong every time.

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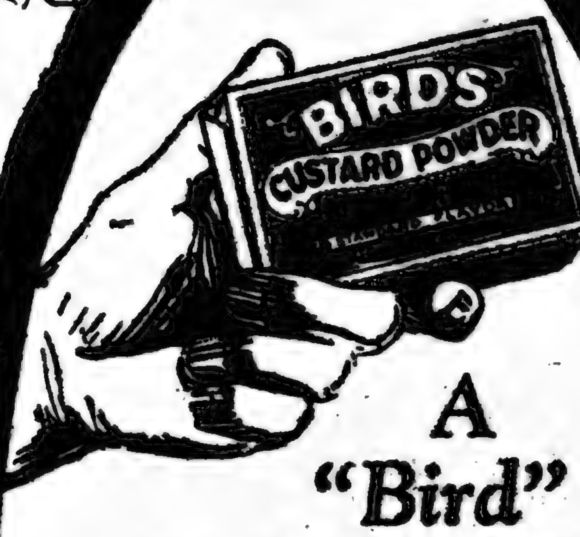

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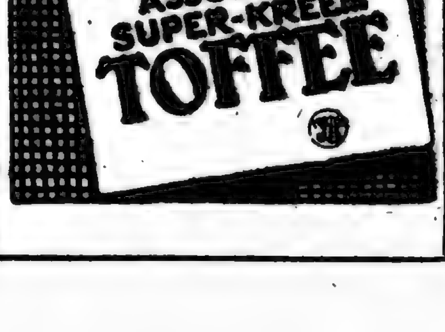

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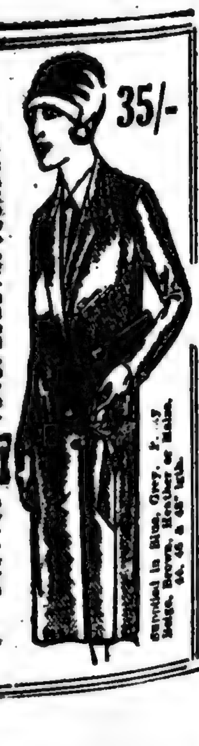

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Candid Communications

Outspoken Messages to Celebrities, Notorieties and, occasionally, Nonentities

To Her Majesty THE QUEEN,
Buckingham Palace, S.W.

YOUR MAJESTY,—Your visit to two homes for women in the East End was as delightful as it was unexpected. You went unannounced because you "were anxious to see how the work was carried on, without any preparation or fuss." It is this interest in the welfare of the humblest that endears you to your subjects. While you were looking at the restored basement bedrooms of those who suffered from the recent floods, I am sure your private wish was that all such underground dwellings could be abolished.

JOHN BULL.

To the Rt. Hon. Sir W. JOYNSON-HICKS, M.P.,
Home Secretary.

DEAR SIR,—Your warning to the Temperance Council of the Christian Churches that they must not look for favoured treatment because you happen to be an abstainer was opportune. It is the duty of Governments to labour for the greatest happiness of the greatest number, independent of personal prejudices. I would that all Ministers realised this as clearly as you. JOHN BULL.

To Rt. Hon. Sir P. CUNLIFFE-LISTER, M.P.,
President, Board of Trade.

DEAR SIR,—It is refreshing to see recognised in Parliamentary circles "the new principle of common-sense, goodwill, and getting together" that is gaining throughout the land. I wish politicians would utilise this spirit to form some sound constructive policy for the good of the country, instead of continuing the old game of pot calling pan grimy. The country is tired of polemics. If the policy of the Government has done all for the country that you claim, it will be seen in results. Without visible results, shouting about achievement is useless.

JOHN BULL.

To the Rt. Hon. NEVILLE CHAMBERLAIN, M.P.,
Minister of Health.

DEAR SIR,—Now that you have been "advised" that skimmed milk fed to infants will ensure them having rickets, it is to be hoped that the Government will go a step further than merely requiring tins of this commodity to be labelled "Not fit for babies," such as, for instance, the introduction of a real land policy. In Canada, where the people are on the land, mothers do not know what is meant by rickets. The children have fresh milk. Why can't they have it in this country?

JOHN BULL.

To the Rt. Hon. Lord EUSTACE PERCY, M.P.,
Minister of Education.

SIR,—Though for long the country has been handicapped with over 1,000,000 unemployed adults, during the last three years over 1,500,000 children have entered the industrial arena. Had these been kept at school for an additional twelve months, not only would the unemployment evil have been lessened, but the youngsters themselves would have benefited materially. When will the Government check this inflow, bad as it is all round, by raising the school-leaving age?

JOHN BULL.

To the Rt. Hon. W. GUINNESS, D.S.O., M.P.,
Minister of Agriculture.

DEAR SIR,—Since the introduction of the Contributory Pensions Act, many agricultural labourers of sixty-five are receiving less than the minimum wage. You have issued notices that this is illegal, and in odd cases proceedings have been instituted against employers. However, the officers appointed to investigate complaints number only sixteen, and it is your duty so to add to their number as to ensure a proper observance of the law.

JOHN BULL.

To the Rt. Hon. Major G. C. TRYON, M.P.,
Minister of Pensions.

DEAR SIR,—Worried by a notice from the Ministry that the pension she received owing to the loss of her soldier son would in due course be reduced, a Hammersmith woman committed suicide. The daughter said her mother failed to realise that the old-age pension to which she would then be entitled would adjust the balance. In future this should be made so clear that not even the most ignorant will be under a misapprehension.

JOHN BULL.

To the Rt. Hon. Lord PARMOOR, K.C.V.O.,
Wilton Crescent, S.W.

MY LORD,—The clause in your proposed Traffic in Women Bill providing for the punishment of British subjects who marry an alien in order that she might lead an immoral life in this country is a reform long overdue. That such a union should be declared void is another eminently wise provision. I look for the speedy passing of a measure that I have long advocated. JOHN BULL.

To Sir G. EVELYN MURRAY, K.C.B.,
Secretary to the Post Office.

DEAR SIR,—You tell us that the Post Office could stand the sacrifice of revenue by the reintroduction of the penny post and still show a fair margin of profit, yet the cost to the country, after allowing for the increase in letter traffic, would approximate to £6,000,000 annually This, in my view, is sheer nonsense, since it is impossible to estimate the value of the concession to trade all round. JOHN BULL.

To the Rt. Hon. PHILIP SNOWDEN, M.P.,
St. Ermins, Caxton Street, S.W.

DEAR SIR,—I thoroughly agree that in our fight for existence as a great manufacturing and export country the need and importance of technical education were never greater than to-day. Men without knowledge are useless, a burden to themselves and the community. So much so, that the wonder is that when in office the Labour Party did nothing at all to set improvement going. JOHN BULL.

To the CASUAL WARDS COMMITTEE,
Metropolitan Asylums Board.

GENTLEMEN,—To discourage able-bodied "loafing," it is proposed to reintroduce stone-breaking as a task for casuals. I emphatically protest against the assumption that any considerable proportion of the men tramping our roads are work-shys, nor can I approve of the revival of this back-breaking, soul-searing slavery. Poverty is not a crime, though you cynically propose to treat it as such. JOHN BULL.

To Miss FLORENCE A. CANN,
Hillerton, King's Road, Paignton.

DEAR MADAM,—As one-time matron of a large hospital, you contend that maternal mortality is not likely to be reduced until midwives are forbidden to attend other patients while following their own work. That this is done, and constantly in rural districts, is asking for the trouble that ensues. In view of the terrible facts, it is amazing that midwives are allowed to attend on all and sundry and thus constitute themselves the most terrible menace to their childbed cases.

JOHN BULL.

Straight from the Shoulder

MR. AMERY:—"The British Empire is held together by the vision in the hearts and minds of its people."

If nearly half the people are denied the opportunity to express the vision in honest work how can it last?

• • •

SIR CHARLES BATHO:—"The way to obtain lasting peace and prosperity is to broadcast Christianity everywhere."

And even then it won't be effective unless it is lived out in everyday dealings.

• • •

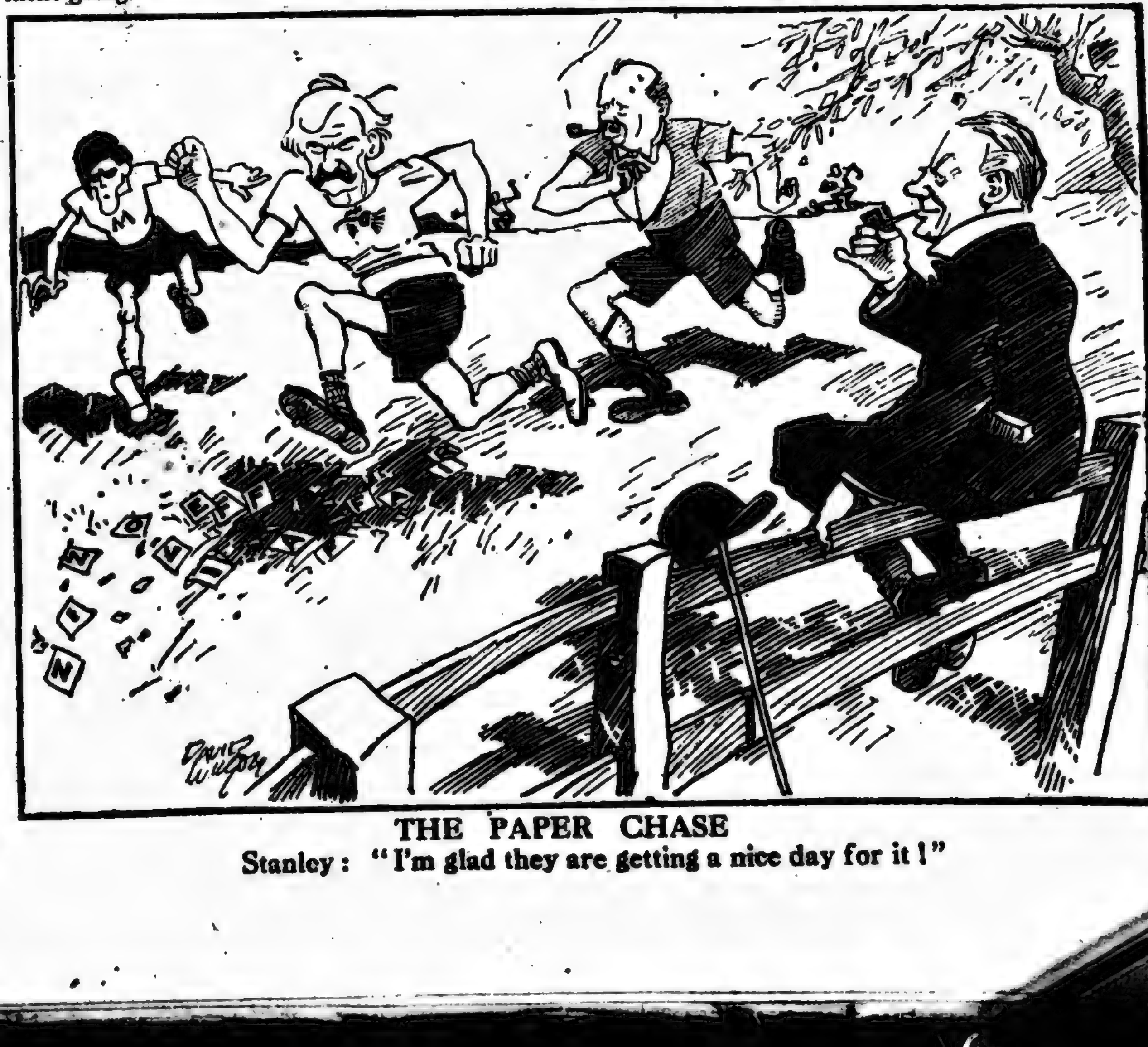
SIR ERIC GEDDES:—"The British public is slowly and surely learning to fly."

If it would slowly and surely learn to think it would be more to the point.

• • •

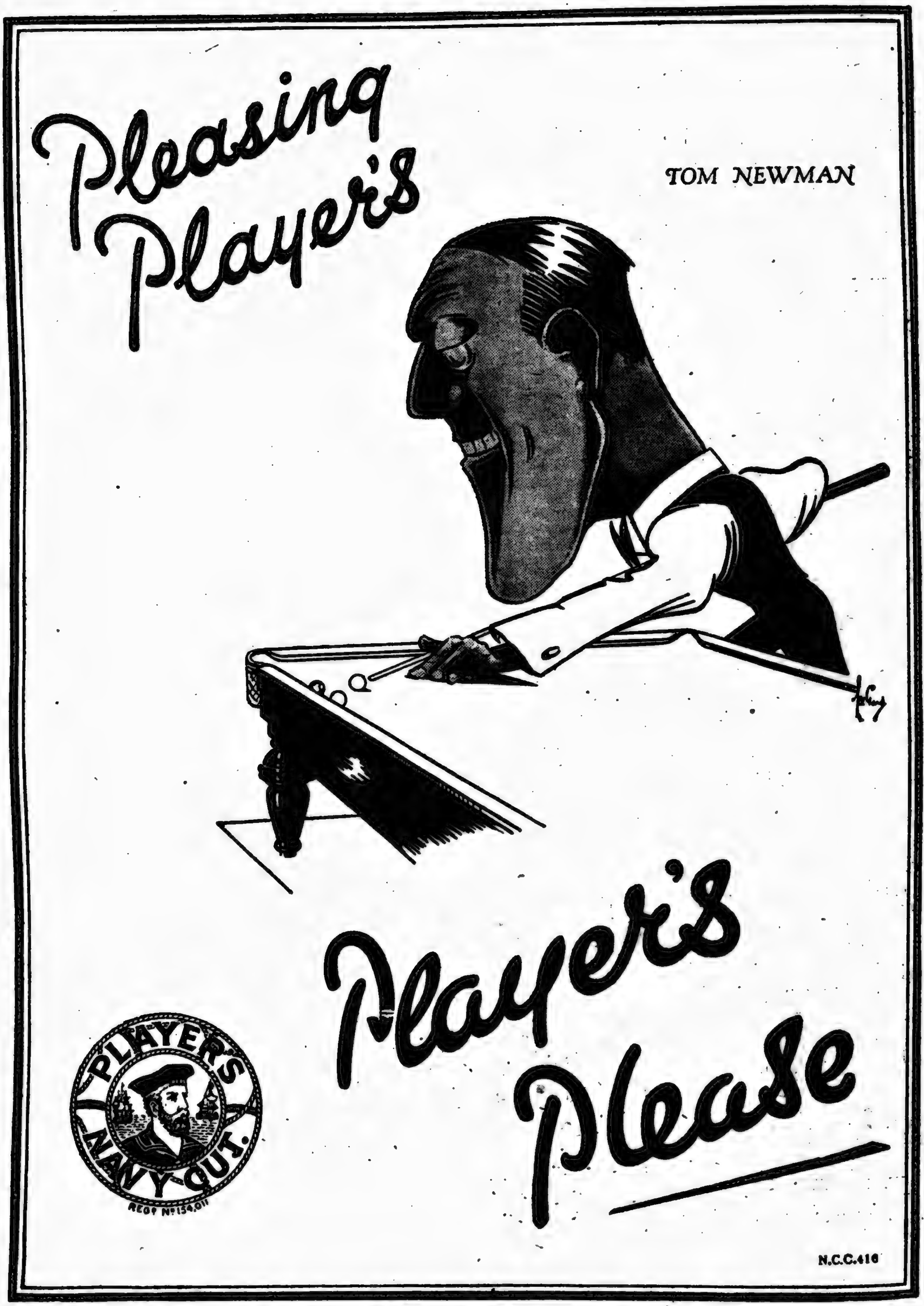
MR. E. B. TURNER:—"The standard of morality among young men has gone up enormously."

It's a pity that bad housing and unemployment prevent so many from living up to it.



THE PAPER CHASE

Stanley: "I'm glad they are getting a nice day for it!"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Without Fear or Favour—by the Editor

WHO IS THE TRAITOR?

AN EDITOR'S CONFESSION

The Truth Must be Told!

THE Zinovieff letter brought down one Government and bids fair to bring down another. That it brought the Labour Government low is a fact for which it must bear the brunt of the blame itself.

Whether the letter was genuine or whether it was a forgery, it was, at any rate, the sort of thing that Zinovieff and the Communists were saying, and since the Labour Party in those days was flirting with Communism, no one could blame the people for assuming that there was no smoke without fire.

For our part, we have always felt that we owed Zinovieff a bit of a debt, since he showed up in five minutes the hollowness of the game of Party politics. No Party has the least right to use a confidential State document for the purpose of an electioneering stunt.

That may be an unusual point of view, but it is none the less a genuine one. We have no time for politicians who can use such a ridiculous bogey as the notorious "Red Letter" or for politicians who can spend years talking hot air about it after it has been used.

Red Letters do not give hungry men food, nor do they cause a single blade of grass to grow where none grew before. Red Letters do not matter.

HAD it not been for the astonishing bombshell that Mr. Thomas Marlowe, the late Editor of the *Daily Mail*, exploded the other day, we should have persisted in treating the Red Letter with the contempt it deserves.

Mr. Marlowe, however, has said things that cannot be ignored. He has made very categorical assertions, the obvious interpretation of which is that there were relations existing between the *Daily Mail* and certain persons who have a knowledge of State documents.

It is worth while quoting Mr. Marlowe's own words. He wished to get a copy of the Zinovieff letter, and when he received a telephone message from a friend, his remark was: "The problem thus put to me was a comparatively simple one. The last sentence of the message was almost a solution of it."

THE message ran: "There is a document in London which you ought to have. It shows the relations between the Bolsheviks and the British Labour leaders. The Prime Minister knows about it but is trying to avoid it. It has been circulated to-day to Foreign Office, Home Office, Admiralty and War Office."

That is the situation with which we are now faced. The fact that a confidential State document had been circulated to Foreign Office, Home Office, Admiralty and War Office made the problem of getting a copy of it "a comparatively simple one" for Mr. Marlowe!

We need not elaborate the sinister implications behind that seemingly innocent remark. They are too appalling to be believed. Yet we have it on the word of the late Editor of the *Daily Mail* that once a document is in the hands of certain Government Departments the *Daily Mail* can apparently get copies with almost childish ease!

We are not concerned in the very least with the genuineness or otherwise of the Zinovieff letter. We are very much concerned with the appalling suspicion that Mr. Marlowe has cast on the integrity of certain officials in the Civil Service.

It is these suspicions that must be cleared away without any loss of time. The Government, no matter what the consequences may be, must insist that these allegations be probed to the bottom and the truth, whatever the truth may be, revealed.

THE LIVING SACRIFICE

Churches Make a Tardy Protest

THE fourth section of its report on the apprenticeship and training of young workers has now been issued by the Ministry of Labour. In the main, it follows the exact line of its predecessors.

There is no blinking the terrible facts. While over a million adults are permanently unemployed, and men and women of every grade find it increasingly difficult to obtain remunerative employment, the nation's burden of diminishing industry is being carried forward on the backs of its children.

The reason is appallingly clear. It is simply and solely that children are cheap. That is, at the moment. For the future, we are piling up a debt that will one day be exacted with bitter interest.

The untrained adolescent finds a job at the expense of the unskilled adult he himself is growing up to become. Industry has no use for the man or woman who is ignorant. The modern world demands workers who are technically trained.

This, in the case of Britain's adolescents, is all but entirely neglected. Apprenticeship has become a dead letter. It is appalling to find that trade unions themselves make it difficult for poor children to learn.

In the cotton industry it is quite usual for young workers to be required to find sums varying from 10s. up to £4 to be paid over to the trade union before any member of the trade union is allowed to teach them.

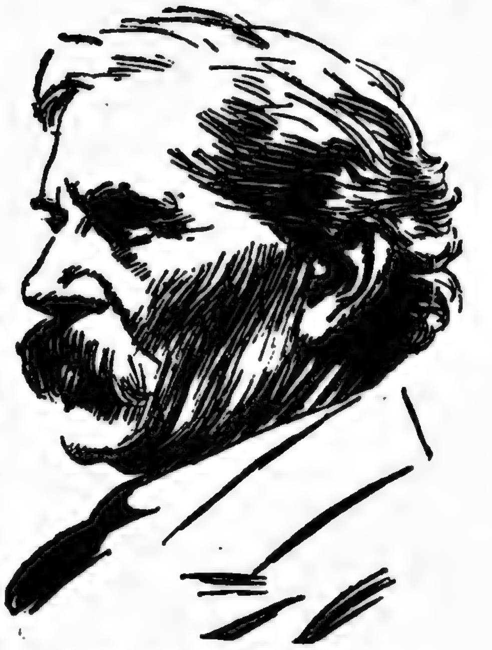
Employers rarely exact premiums, but, on the other hand, few think technical training necessary. Of 340 firms making returns to the Ministry, only seven pay school fees, two only give prizes to successful students, and four only give or lend necessary text-books. In only *one* case is attendance at technical classes compulsory under the terms of the apprenticeship agreement.

In the woollen and worsted trade there is slightly more encouragement given to attend technical classes, but it is quite unusual for employers to insist on it.

"Employers in England seem to be generally of the opinion that technical classes are not necessary for girls." In short, encouragement to young workers to perfect themselves is of an entirely verbal and desultory sort.

As a result, year by year there is pouring forth from every factory, mine and workshop a steady stream of man-made inefficient unemployables. It is the final proof that Britain's future is not safe in the hands of the individual employer.

In a strong statement to the Board of Education, the Council of Christian Ministers rightly points out that education for the vast majority of children breaks off far too soon. The uneducated nation not only suffers moral and intellectual deterioration; it is destined to lose its place in the world. As a first step to prevent that catastrophe the school age must immediately be raised.



The Rt. Hon. Ramsay MacDonald, whose Administration was wrecked by the notorious "Red Letter"

SILK PYJAMAS And Grit

THE Home Secretary has given his opinion that, as a nation, we are lacking in grit; that, while the Dominions are "crying aloud" for young men prepared to go out and live the life of the pioneers of fifty and a hundred years ago, present manhood is "too soft"; it wants to emigrate in silk pyjamas and be spoon-fed all along the line.

We entirely disapprove of this generalisation. The war nearly wrecked our complex modern civilisation, but there is enough of it left to form a very different problem from the simple conquest of new lands which pioneers of a hundred years ago had to face.

The airmen daily risking life show at least as much grit as those who went out facing hardship to till virgin soil. It is the same British grit. Conditions for its exercise have altered, that is all.

In emergency and moments for quick decision and self-sacrifice, the national spirit is still magnificent, as the daily records of labour show.

In all ranks of life it is the same. Take the action of the Rev. W. J. Gray, vicar of St. Nicholas, Rochester, when he learned, on entering Canterbury Station, that a man had fallen under the engine.

Pulling off his coat as he ran, he jumped to the permanent way and crawled between the rails until he reached the victim. It was a frightful accident. The man's right leg was severed..

With a length of string from his pocket, Mr. Gray improvised a tourniquet to prevent the groaning sufferer bleeding to death; then flung himself full length to pin the patient quiet while the engine backed slowly with barely an inch between himself and death.

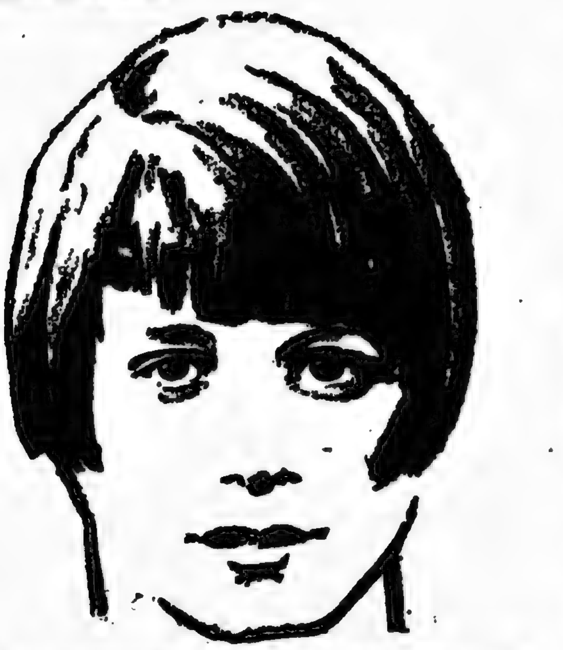
It was British grit, resourcefulness and courage at its finest, and the nation is full of it.

What the young men ask is not silk pyjamas, but a chance.

A Village of Ghosts

by E. ROFFE THOMPSON

IT is appalling in Christian England of the twentieth century to be able to speak of famine areas. Yet the desolation that is settling down on once prosperous districts can be described in no other terms.



The eldest daughter of a Cwmtillery miner. She wished to compete for a scholarship, but was unable to leave the home for lack of clothes. Clothes were sent, she competed—and won!

THE other day an ex-Service man was before the magistrate at Willesden Police Court. He was out of work and he and his family were to be turned out of their one room because he was a week in arrears with the rent of 14s.

"I fought for my country throughout the war," he declared, "but I am ashamed of any country that can permit the state of suffering through which I am passing to-day. I have tried everywhere to obtain work; and to keep us out of the workhouse my wife has been doing domestic work seven days a week for 14s. 6d., and we have tried to pay our 14s. rent out of that."

"You don't find this the promised land for heroes to live in?" asked the magistrate. "Indeed no," replied the man. "Nor is it a land in which I can live at all. I can only starve and my family with me. It is disgusting for any Christian country to permit such a state of things."

Stark tragedy

This man was only one of thousands, every one of whom has as much right to be as bitter as he was. For there is a stark tragedy being enacted in our midst.

If it was happening at the other side of the world, if the people concerned had only had the sense to be born black or yellow instead of white, there would be a great outcry. There would be a national movement to mend matters.

But because the tragedy is here at our doors, because we are merely separated from it by a few miles of railway, nobody cares that hollow-eyed famine is stalking hand in hand with death, bringing misery and disease and taking a dreadful toll of child life.

The country is indifferent because the country does not know. I propose to enlighten it.

"It is hideous; it is hell!"

Fancy being able to speak of "famine areas" in a wealthy country like ours. Fancy a social worker being able to say this of any district whatever in England: "It is a horrible, distressing and heartbreaking sight to see daily some of the best workmen and trade unionists in the country, untimely aged and with nothing but rags to cover their starved bodies.

"Disease is rampant; the scourge of consumption is increasing; the complaints among the poor kiddies are simply frightful. It is hideous. It is hell."

This is not a description of some famine-stricken area in India. It is not a description of a war-ridden area in China. It is the blasting truth about—Abertillery in Wales.

Take a glimpse at one home. The father, a miner, has been idle and ill for nearly four years. His wife has managed somehow to keep life in his body and life in herself and her three children on 29s. a week.

One day an operation became imperative and the man was taken to the hospital. His outdoor relief was promptly reduced. This led to the poor fellow, in an agony of fear for his family lest in his absence they should literally starve to death, leaving his bed long before medical opinion considered him fit.

When he was visited the family was just sitting down to dinner, a dinner which consisted of threepennyworth of liver. And this is in Christian England!

Let us look into another home in this land of ours from the pulpits of which each Sunday are poured forth exhortations about Christian charity and loving-kindness towards one's neighbours, and all the other precepts that would make life heaven on earth if only they were followed out.

Too much for them

Here are a miner and his wife and six children, the latter all under fourteen. This man had been in luck. For fourteen weeks he had had a job away from home. After paying his expenses on the work, his train fare home, and settling up the rent, he was left with exactly 17s. 11d. for the whole family to live on.

On the Friday that followed his discharge from his job he applied to the relieving officer for assistance. The latter refused to deal with him. But a starving family, six of whom are young children, is a terrible ordeal to face; and rather than go back with empty hands the miner hung about the relieving officer all day in the hopes of a change of mind.

He got it. The relieving officer sent for the police to remove him. Two constables arrived and took the poor fellow home. But they could not bear what they saw. Out of their own pockets these gallant officers bought food, and for that evening at any rate the little mouths were filled.

I could multiply this case, but it is monotonous where all are equally tragic. Apathy is steadily settling down over areas once the most virile and independent in the country.

Brains in their boots

Nothing is being built. Nothing is being repaired. People wander about in darkness. Through the villages the open ditches are running with offal and decaying garbage, because proper sewage schemes are not undertaken.

"How do the villagers dispose of their domestic refuse?" was asked of one worker in a Welsh village. And the answer is enough to startle even the most self-satisfied from his sleek and smug complacency.

"I am ashamed to inform you that the human beings living, or rather existing, in what is supposed to be a civilised country bury their waste matter in their back gardens, or in the middle of the night empty it into the flowing cesspool in which a fish or even a toad would find it hard to exist.

"And the well from which the whole population draws its supply of water is not more than 25 yards from the filthy, repugnant and utterly disgusting public cesspool I have mentioned."

Christian England, my masters! Christian England in the twentieth century! Does it not make your hearts ache and your faces burn with very shame that such a scandal should be?

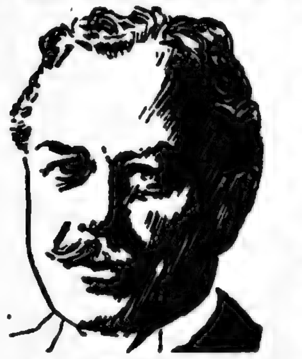
A member of the English Bar said to me the other day: "All legislation is framed and passed by men whose brains are in their boots, and whose feet are firmly planted in the purlieus of hell."

I think that is a very adequate comment on statesmen who allow such things as I have described to be.

He's

To be sick in mind is apparently a crime. "Lock them up" is the remedy used, when healing treatment is the thing needed

"THE signs of the times indicate that the day of the certified lunatic is fast drawing to a close in Scotland." The quotation is from the last annual report of Professor Robertson, who is physician-superintendent of the Royal Edinburgh Hospital for Mental and Nervous disorders, a great institution formerly known as the "asylum."



The Rt. Hon. Sir John Gilmour, D. S. O., M. P., Secretary for Scotland

The change in name is, in itself, significant of progress, a progress, however, which is not a Scottish exclusive.

The change may seem quite a little thing. Actually it is a big thing, since all authorities agree with Dr. Robertson that the name "asylum for the insane" was the deadly enemy of the people who were sick in mind. The word "hospital" has associations of a helpful kind. That is by the way.

What seized me in the report was a reference to the Report of the Royal Commission on Lunacy and Mental Disorder and Professor Robertson's comment: "It seems only too probable that new legislation South of the Tweed will, in some important matters, be on lines seventy years behind Scottish procedure."

The public in England is obsessed with the idea that a layman, and not a medical man, should always see a patient suffering from mental disorder to decide whether he should be treated in a mental hospital or not.

IN Scotland no layman ever sees a patient under these conditions. The responsibility of dealing with a difficult medical case has been wisely left in the hands of the medical profession, with the result that there is no record during the last seventy years of any person having been improperly detained in a mental institution in Scotland.

We in England can make no such boast. The records of our courts bear witness to the sad fact that people have been improperly detained in our asylums, and, unfortunately, there is only too much reason to believe that there are many to-day in asylums who ought not to be there.

There ought to be a thorough comb-out of all our mental institutions by a competent body of psychiatrists—mental physicians.

The Bully of the School

by **A. G. GARDINER**

THROUGH the League of Nations a fabric of permanent peace is being built up. That work must not be hindered by any sword-rattling tyrant. His day is gone for ever.

WHEN we were young most of us were familiar with the bully of the school. He was a fellow with a loud voice and a hectoring manner, who traded on the fact that most of us wanted a quiet life and would let him have his way to avoid a row.

He generally came to a bad end, for he mistook the patience of others for cowardice and came up against something hard that burst the bubble of his tyrannical insolence.

Dame Europa's School is much like the school of our boyhood. There is generally some rude and egotistic boy who defies discipline and keeps the place in turmoil and disorder. Louis XIV. was one instance; Napoleon was another. The ex-Kaiser was the latest of these bullies to come to grief.

He was a very powerful bully and there was real reason to fear him, because he had at his command the mightiest engine of offence the world has ever seen.

But it did not prevail when the crisis came. Dame Europa's School was more powerful than the bully, and in the end he suffered the greatest fall that has happened to any bully in history.

It might have been supposed that that lesson, so recent and so immense, would have served as a warning for a long time to come. But, as someone has said, the only lesson of history is that the lessons of history are never learned.

And no sooner has Dame Europa's School got rid of the Kaiser than another bully turns up in the person of Signor Mussolini.

Everybody wondering

That masterful and hectoring gentleman has once more thrown a bomb into Dame Europa's School, and has set everybody wondering what is to be done about this unruly boy whose explosives may at any moment set the whole place in a blaze.

The cause of the latest outburst is familiar, and as our fate is involved with that of the rest of Europe in the matter, it is important that we should follow what is happening.

Among the many vices of the Peace Treaty was the reckless handing over of much of the Southern Tyrol which was German-speaking from Austria to Italy. There was a strong case for some change of the frontier, but the line was drawn carelessly, with great consequent injustice to the people.

Bluster's limit

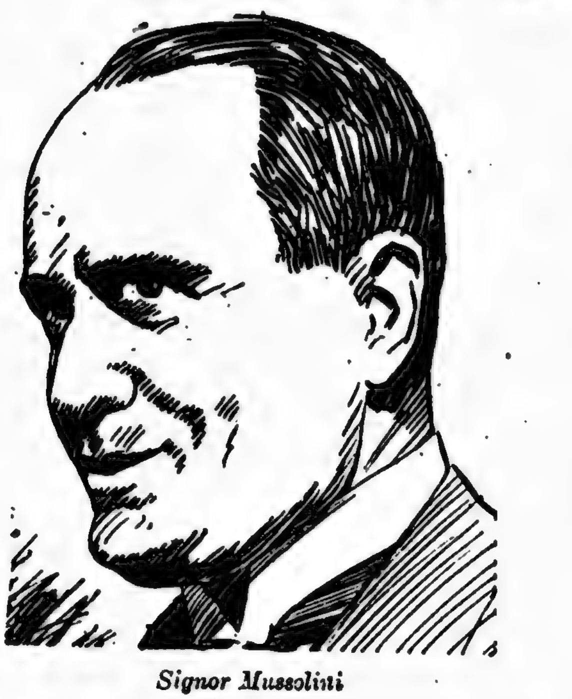
This was bad in itself; but the evil would have been mitigated if Mussolini had been wise and moderate and had shown that he respected the feelings and liberties of the people concerned. Instead, he rode rough-shod over them, interfered with their language, their schools, their newspapers and all the traditions of their past.

They were made to understand that they were a conquered people, and that they must become Italians, talk Italian and obey the whip of their Fascist masters.

In their distress they appealed to their fellow-Austrians from whom they had been torn for sympathy, and the Austrian Chancellor, Herr Seipel, in very moderate terms pleaded with Mussolini for more considerate treatment of his Austrian-born and German-speaking subjects.

But Mussolini, like our bully of the school, has no argument except a blow. He treats any suggestion that he may be in the wrong as if it were an insult to Jehovah. He at first replied that if the Austrians did not behave themselves—that is, bear their yoke without complaint—he would carry the Italian colours over the Brenner Pass.

He has now declared, in reply to Herr Seipel's appeal, that that appeal is an intolerable interference with Italian administration, that this is the last time he will speak on the subject, and that "the next time I shall make acts speak." Incidentally, and not for the first time, he scoffed at the League of Nations and warned it not to mix itself up with Italian affairs.



Signor Mussolini

The time has come for the Principal of Dame Europa's School to take our bully in hand and to explain to him, kindly but firmly, that this policy of bluster and arrogance has reached its limits, that if it is not stopped it will get him into trouble, and that the peace of everybody cannot be permanently disturbed and endangered by his fire-eating antics.

Gravest menace

This is not a question of interfering with Italy's internal policy. However mistaken we may think the Fascist regime is, it is not our concern. It is Italy's affair. What is intolerable and dangerous is the claim of Mussolini to be a law to himself in Europe, to bully his neighbours, and to conduct his relations with other countries with threats and menaces.

This thing has become the gravest menace with which Europe has to deal. He has repeatedly flouted the League of Nations, of which Italy is a member. He has caused disturbances, now in the Balkans, now on the French frontier. If he is not shaking his fist and rattling his sword at Austria, he is insulting France or brow-beating Germany.

The comedy of all this is its futility. We all respect Italy and some of us love Italy. No country did more than Britain to win Italy its unity and its freedom from Austrian bondage in the past. We want her to keep her freedom and to enjoy and extend her greatness.

While Italy as a Power is not feared, Mussolini's policy is feared. It is feared as a mischievous boy who throws fireworks about in the neighbourhood of powder-magazines is feared. If the sparks get to the powder there will be an explosion in which we shall all be involved.

Securing peace

It is this peril to ourselves and the peace of Europe, and not any desire to interfere in Italy's domestic concerns, that makes it urgent that a discreet but firm warning should be given that Europe will not be flouted nor permit the League of Nations to be flouted.

In this matter the three Powers which count are Great Britain, Germany and France. While they stand together—and, happily, they are more nearly together than they have been for centuries—the peace of Europe is secure. Through the League of Nations they are slowly but surely building up a fabric of permanent peace.

We cannot have that great work jeopardised by Signor Mussolini, and the sooner he understands that the rôle of the bully is out of date the better it will be, not merely for Europe, but for Italy herself.

Mad!

by **ARNOLD FREEMAN HOLT**

The whole system ought to be remodelled. The point from which we approach the problem of the sick in mind must be altered. We still accept the view that a mental hospital is a place in which the sick in mind are detained, and not as a place in which the mind-sick are cured.

WHEN a person is "certified" as a lunatic one bids a long farewell to him. It is not generally ealised that the curtains which have fallen over a riend's intellect may be gathered up; that nsanity is an illness to be cured and not an unlterable evil to be hidden away.

That is, apparently, how the authorities view t. Attendants in a mental hospital are regarded as warders rather than as mental nurses. A student f mental troubles has far less chance of a job in n asylum than has a clever footballer or cricketer, r one qualified to add to the noise of an asylum and.

I have known one attendant to "get his notice" ecause he "let down" a county institution team n a football match. He had been engaged as ttendant because he was believed to be a good oalkeeper. As he allowed the ball to reach the et too often he was dismissed. The question his ability as a mental nurse did not arise.

What a farce—even though there is a touch of tragedy about the farce. We don't ask of the probationers of our general hospitals that they shall be good dancers or skaters or players of golf. We simply ask if they have the qualities which make the efficient nurse.

We are sorry for and care for the sick and injured in body, but to be sick or injured in the mind is an offence.

An insane person is an offender—lock him up! But get as jailers for him people who can entertain us and advertise our institutions by playing games or fiddles.

THAT is our attitude. In Scotland the problem is viewed from a different angle. An asylum is really a hospital. The mentally troubled are sick persons.

The way that opinion has advanced is shown by the fact that while twenty years ago only 2 per cent. of the patients entered Edinburgh Asylum voluntarily, last year the proportion of voluntary patients was 62 per cent., four out of every five of whom were cured within the year.

Perhaps if we followed Scotland's example instead of proposing legislation seventy years behind, it might fall to the lot of a Minister of Health to announce that "the day of the certified lunatic is drawing to a close"—in England.

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PESTS IN HIGH PLACES

"INFANTS" THE LAW SHOULD SPANK

An Orange-Blossom Lemon

A MAN who bilks a cabman of his fare is liable to summary punishment at the police-court. A starving wretch who orders food at a restaurant, without the means to pay for it, will soon find himself in the cells.

But the law is not always so zealous to protect the honest trader. Shopkeepers who from the quality of their connection, and the force of competition, are compelled to trade largely on a credit basis are constantly exposed to grossly unfair risks.

Here is a striking example recently brought to light in the Law Courts.

A fashionable young lady, the daughter of a well-to-do company-director, visited a West End costumier, in the company of her uncle, for the purpose of ordering her trousseau.

She was shortly to be married to a young man connected with the peerage. The wedding in due course took place at St. Margaret's Church, Westminster.

Natural belief

The dressmaker did not know that the bride-to-be was in law an "infant"—that is to say, a person under the age of twenty-one years. She did not know, either, that the father had forbidden his daughter to spend more than £250.

Perhaps she might have found out these things by diligent enquiry, but she relied, not unreasonably, upon her knowledge of the family, believing that the bills when presented would be honourably met, instead of which, after the wedding, there was a full-blown law-suit in the King's Bench Division.

The law is, of course, that an "infant" is not liable for goods obtained on credit, unless they are "necessaries." Nor are parents liable unless they have given authority for the purchase.

So the father swore an affidavit that his daughter was only nineteen years of age at the time, and that he had limited his authority to £250.

It was admitted that the dressmaker had received no intimation of either of these essential facts, but Mr. Justice Talbot, after legal arguments, gave judgment against her. Her total loss on the transaction, apart from law expenses, amounted to £288.

Too-easy evasion

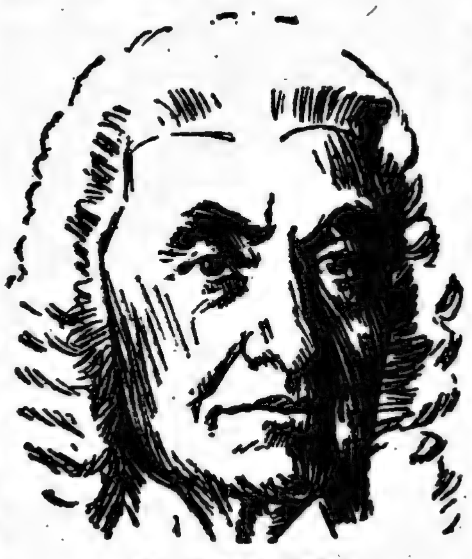
The young lady, said his lordship, had enjoyed the use of the articles, and certainly, as a matter of honour, she ought to pay for them, but he had to deal with the matter simply as one of law.

We have cited this case, not because it is a peculiarly flagrant example of the evil in question, but simply as a prominent and recent illustration of the ease with which such "debts of honour" may be evaded under the law relating to minors.

There are many worse examples. Occasionally downright fraud is present.

The son of a former M.P., now in prison, robbed a score of West End tradesmen to the tune of many hundreds of pounds before actually going to the length of criminal fraud.

All he had to do was to use his father's name for the purpose of obtaining credit, and then refuse payment on the ground that he was not yet twenty-one, there being, of course, no vestige of parental authority for his purchases.



Mr. Justice Talbot

As soon as the father was apprised of the circumstances, he did his best to repair the damage, but his means would not allow of anything like complete redress.

Extraordinary position

No doubt some tradespeople are less cautious than they should be in such cases, but the difficulty is that, the credit system having become so strongly entrenched, it is practically certain that a risk refused by one firm will be accepted by another, in the majority of cases with safety and profit.

An undischarged bankrupt who obtains credit to the value of more than £10, without disclosing his insolvency, is liable to imprisonment.

It is not easy to see why a precocious rascal, who trades upon his youth to swindle confiding shopkeepers, should be regarded more tenderly by the law.

Another form of dishonesty which occasions a vast amount of loss to the trading community every year is that of married women ordering goods to be put down to their husband's account.

.Not long ago a wife, up from the west of England on a shopping expedition, managed by plausible representation, falling short of actual fraud, to refurnish her wardrobe on a most lavish scale, the truth being that she was on such terms with her husband that when he received the bills he flatly refused to pay.

Legally, extraordinary as the position is, both husband and wife were within their rights. Only the luckless shopkeepers were in the wrong.

Unless she has his definite authority a husband is liable only for "necessaries" supplied to his wife, a term which does not include, unless the husband is rich, articles of fashion and luxury; while the wife, on her part, is under no legal obligation to state the extent of the authority her husband has given her to pledge his credit.

Afraid to move

If, on the other hand, the tradesman should venture to put the questions necessary for his own protection he may expect, in a good many cases, to see an indignant customer flounce across the street to a rival establishment where the rule of business is "No questions asked."

The bad debts accumulated by leading houses in respect of married women's purchases amount in the course of a year to many thousands of pounds.

The smaller firms would be willing to combine to avert such risks, but the larger and more fashionable establishments, working on a wider margin of profit, are unwilling to hazard the loss of custom which a firmer attitude might entail.

The plain conclusion is that the definition of "fraud," on the part both of "infants" and wives, needs to be far more sharply drawn than it is under the existing law.

The scheming youth or the unscrupulous married woman, who in his or her dealings with tradespeople conceals the essential fact that he or she is legally immune from liability for purchases made, is guilty of conduct scarcely distinguishable from common theft.

Helpless law

Even a minor who has money of his own is not liable for credit purchases, unless they are plain necessities. In such a case to plead "infancy" may be a few shades shabbier than to plead the Gaming Act or the Statute of Limitations, but it is all one to the law.

This question is at present under consideration by a number of Chambers of Commerce and trading associations, and it is to be hoped their deliberations may eventuate in workable proposals for submission to Parliament.

No doubt it is a crime from the legal standpoint for a starving man to steal a loaf, but it is a far more excusable one than for persons of social standing to obtain costly goods for which they know the law is powerless to force them to pay.

A SPLENDID SCOUNDREL

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Mr. Everyman: I may be asking too much, but are you still giving your Free Fire and Life Policy to customers?

Mr. Drage: That will be issued by the Eagle Star and British Dominions Insurance Company, and sent you in a post or two.

Mr. Everyman: Well, to think that without a single reference you give an ordinary man like myself four years' credit. You'll do the world's biggest business, Mr. Drage.

Mr. Drage: And I mean to.

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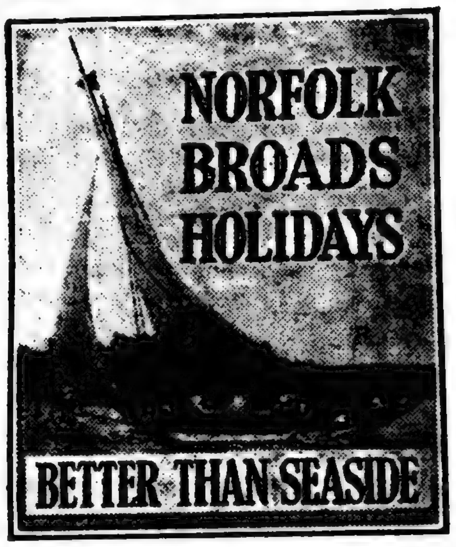

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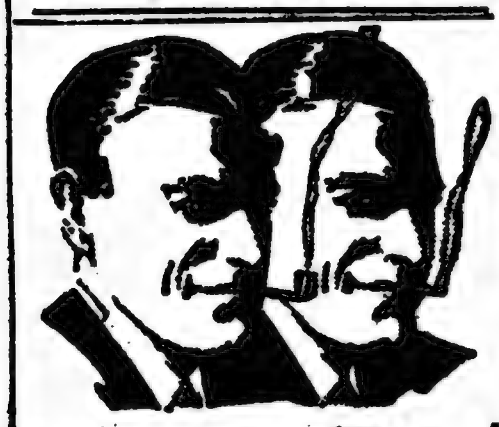

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TWO SECRET MONSTERS

by F. H. ROSE, M.P.

CHEESEPARING economies are being effected, too often at the expense of penalising those who have a claim on the nation. Yet millions are being wasted in building airships, which can only be described as extravagant folly

THOSE who have generously undertaken to squander our national resources and who are designated "the authorities" are building two dirigible balloons which they dignify with the names respectively of Airships R100 and R101; the first by contract with the Airships Guarantee Co., Ltd., Howden, Yorks, and the latter under State auspices at Cardington Airship Works.

These so-called ships are avowedly designed for commercial purposes, an entirely different purpose from that of any previous essay in "lighter-than-air" craft, for the consistent objective of all past effort in this direction has been military or naval.

It is the commercial potentiality of the airship with which I propose exclusively to deal.

Contradictory admissions

To pursue the details of the many questions I have put to the Minister upon the subject might be tedious and even perplexing, but I can epitomise his numerous and contradictory admissions in the simple form of his latest replies:

(1) The structures are to have a displacement of 5,000,000 cubic feet; are to have a gross lifting capacity of 150 tons, of which the fixed weights are not to exceed 90 tons, leaving a net disposable lift of 60 tons.

(2) The Howden ship (?) is to cost £300,000 and the Cardington ship £400,000. The difference of £100,000 in the respective cost is explained officially as being due to the fact that the latter construction embodies "secret" technical work of an experimental character.

(3) The estimated *pay-load* of the Howden ship has now dwindled to the weight of 100 passengers and ten tons of baggage. As, for commercial purposes, the *pay-load* is the only consideration of importance the maximum pay-load is the only item to be considered here. It is therefore rather less than twenty tons.

(4) The cost per gross ton is £2,000 for the Howden ship and £2,600 for the Cardington ship—*for initial construction only*. Even assuming that the obtainable pay-load is twenty tons, the cost of construction will be at the rate of £15,000 per ton (commercial lift) for the cheapest of the ships. The other will cost £20,000 per commercial ton.

Perhaps some expert genius will tell us how a commercial or profitable tariff for passenger rate and goods freights can be arranged—or is likely to be paid—that will correspond to such a *cost for construction only*.

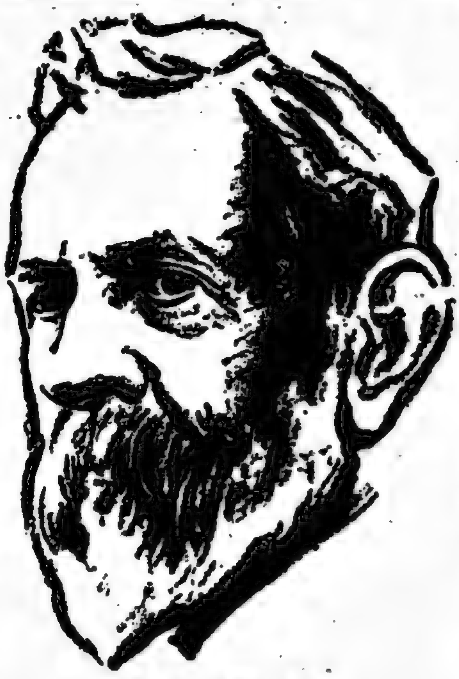
£10,000 an hour!

Let it be remembered that the lifting capacity of the airship, the buoyancy of which depends upon containers filled with hydrogen gas, is fixed and limited by natural law.

Five millions of cubic feet of hydrogen will admittedly lift 150 tons—but it will lift no more—no matter what "technical" devices are employed.

But the initial cost of construction is the merest fleabite to the cost of essential auxiliaries.

With leviathan airsheds at £200,000 each, mooring masts at £50,000, gas plants costing £26,000, trained crews of thirty-five or forty men, and £25,000 per annum for repair and maintenance, and having regard to the fact that the airlife of these monsters in the most favourable circumstances cannot be more than two years, one begins to understand why our previous ventures have cost us £10,000 per flying hour, and why, between 1915 and 1919, we expended £40,000,000 upon the trash and have not a single air-worthy unit to show for it all.



F. H. Rose, M.P.

Extraordinary statements

Now hear the wise men!

Mr. Amery, Colonial Secretary. Thus our highly technical scientist, the Colonial Secretary: "Not six, but sixty or six hundred commercial airships with all the apparatus of masts, bases and sheds, developed in the ordinary way of commerce."

Try to imagine. Six hundred of these fantastic absurdities would cost £180,000,000. Add to this trifle the cost of hundreds of airsheds, thousands of mooring masts, nobody can estimate how many gas plants—to say nothing of how many land sites, maintenance charges, fuel, repairs, renewals—and it will be seen how keen and able a business man is our Colonial Secretary.

Lord Thomson, ex-Minister of Air, who is actually responsible for the present scheme, and who is, or was, an ardent advocate of the "lighter-than-air" fallacy, went even further.

"They will take a pay-load as heavy as that of an ordinary train across lofty mountain ranges!" he wrote.

Lord Thomson does not particularise, but it may interest him to know that such a load would require an airship of 30,000,000 cubic feet in capacity.

It is unnecessary to discuss Lord Thomson further than to remark that *he was once Minister for Air!*

Sir Samuel Hoare, Secretary of State for Air. Now the wisdom of Sir Samuel Hoare and all that he has said and done in this connection I need not elaborate, for are they not written down in the Book of Hansard?

Abnormal failure

He has, however, made it abundantly clear that the ships will not come up to specification, that they are already nine months overdue, that neither is nearly advanced enough to take the air, and that neither will carry a commercial load or embody a factor of safety of the least use for either the purposes of peace or war if and when they ever take the air.

Will the British taxpayer take note that, unless this extravagant folly is stopped, it will not mean only the waste of the two or three millions the present abortive scheme is likely to cost, but tens of millions of his earnings hereafter.

When the Labour Government formally adopted the present scheme in 1924, Parliament was solemnly assured by the Prime Minister and Mr. Leach, Parliamentary Secretary in the Commons, and by Lord Thomson in the Upper House, first, that the entire scheme should involve no more than £1,200,000, including the cost of airsheds, mooring masts, gas plants and all accessories.

We were emphatically told that both ships were to be ready for actual service in three years. On both counts the enterprise is an entire failure already. It will be eighteen months overdue and will have cost nearly double the stipulated sum.

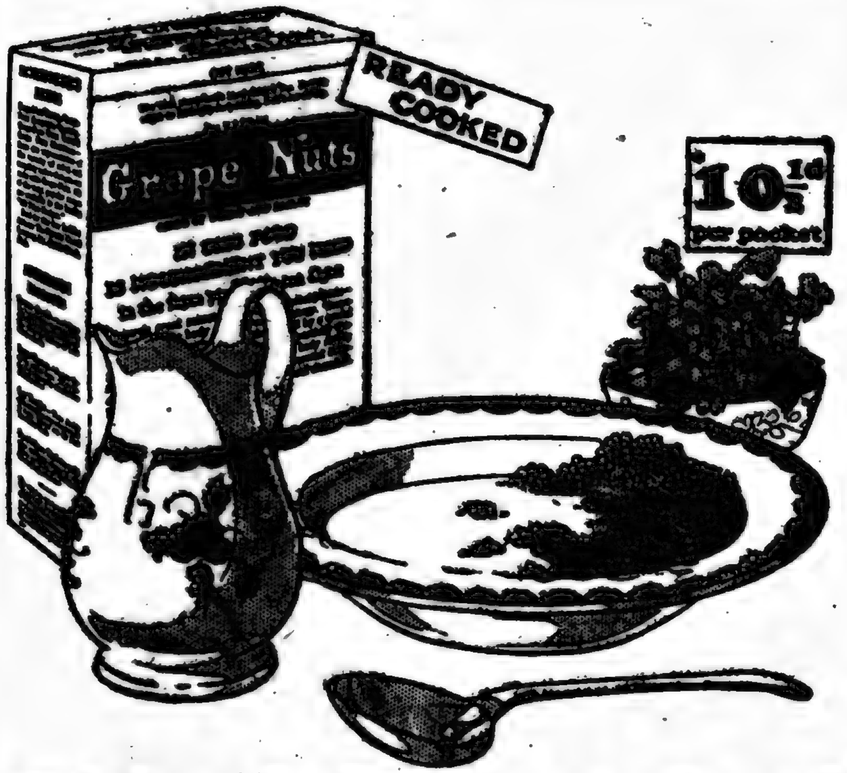
But what really matters is the demonstrable fact that, even though the ships are ever able to take the air, they will be useless for any effective service.

Expensive bubble-blowing

Stripped of all technical terminology, it boils down to this: two monstrous gold-beaters'-skin bladders, filled with explosive poisonous gas enclosed in a flimsy metal framework and covered with sheets of doped linen, are to carry a few score of passengers and ten tons of cargo (perhaps) into Atlantic storms or tropical heat. That is the best one can say of the theory.

For the practice we must wait, though it is fairly safe to predict disaster. So long as these absurdities burst without the loss of useful and gallant lives, the squandering of two millions on bubble-blowing will be a comparatively light thing.

What matters most is that an already over-taxed nation cannot afford bubble-blowing, even for the pleasure of the Air Ministry "experts" or the profit of airship contractors.



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With these as our goal our laboratories started. Time after time they failed, only to try again. The 130th formula brought success. Brought, too, a fifth feature to assure still greater shaving joy.

Now we ask you to try this shaving cream we've made for you. In simple fairness let us send a 10-day tube to try. We believe we'll win you over.

We know how

Our laboratories are competent, superlatively equipped. For 60 years they have studied soap chemistry. The leading toilet soap of the world—Palmolive—is one of our creations.

Before we would consent to put our name on a shaving cream we had to know that, in this highly competitive field, our cream would be outstanding. And to-day millions are flocking to it, deserting preparations that never quite satisfied.

These 5 advantages

1. Multiplies itself in lather 250 times.
2. Softens the beard in one minute.
3. Maintains its creamy fullness for 10 minutes on the face.
4. Strong bubbles hold the hairs erect for cutting.
   Fine after-effects due to palm and olive oil content.

Don't buy—yet

Now we ask that for 10 days you shave our way. At our expense. If we have excelled, you will want to know. If we have not, you will know that, too. You can't fool men about shaving.

Do us the courtesy of a 10-day test. Cut out the coupon now.

PALMOLIVE Shaving Cream

10 SHAVES FREE

Simply insert name and address and post to the Palmolive Company (of England), Ltd., Dept. S.C., 21/23, Eagle St., London, W.C.1.

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From all chemists and hairdressers

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Great New Discovery

Mrs. Teale.

Suffered for 28 Years! Cured in 4 Months!

“ I am more than grateful for the benefit I have received from Elasto Treatment, as I have suffered for 28 years with Varicose Veins and Varicose Ulcers. I only wish that thousands of other sufferers could realise, as I have done, how wonderful Elasto is. I was in bed, a hopeless case, when I got my first month's treatment, and can honestly say I was going about three days after, much to everybody's surprise . . .

“ I owe my life to Elasto. I am now, after four months' treatment, as well and as happy as the day is long. You can use both my photo and my name as publicly as you please, as it is the only way I can show my gratitude for the wonderful cure.” (Signed) Mrs. Teale, 9, Croydon Terrace, Holbeck, Leeds.

What is Elasto?

Elasto is the wonderful new treatment that cures through the blood, at the same time improving general health and increasing vitality.

It is prepared in tiny tablets to be dissolved on the tongue, and is the pleasantest, the least costly, and the most effective treatment ever devised.

Varicose veins, ulcers, eczema, muscular weakness, phlebitis, thrombosis, swollen legs, inflamed wounds, rheumatism, neuritis, and all those troubles generally known as bad legs are cured, *naturally* and *permanently*, by Elasto Treatment, without rest and at small cost.

Elasto does not patch you up—it cures, because it brings into play Nature's own laws of health and healing. *It is not a drug, but a vital cell-food which must be present in the blood to ensure complete health.*

Elasto also cures piles, prolapsus, varicocele, hardened arteries and glands, and all relaxed conditions, no matter where they occur.

Send for Free Sample.

Elasto Treatment is fully explained in a Special Booklet which we will gladly send privately, post free, together with Free Sample and copies of recent testimonials.

Write for these to-day—NOW! Or send 5/- for a full month's treatment (in plain wrapper) nd commence your cure without delay. THE EW ERA TREATMENT CO. (Dept. 15.P), ecil House, Holborn Viaduct, London, E.C.

ELASTO CURES THROUGH THE BLOOD!

In Sunshine Ward

by PHILIP INMAN

“ LIGHT cometh out of darkness.” And the light is even more brilliant when the darkness has been most dense. Many are the causes of the darkness; in many ways, too, the light will find its way through

A HOLY BIT OF LEATHER

Philip Inman

A KNOCK came on my door and the porter entered and handed to me a scrap of paper. On it was a name, the name of Reginald Halstan.

The next minute Reginald Halstan entered my room, and when I saw him I felt a cold shiver run down my spine. He looked like a living corpse.

He sat down heavily on a chair. His lips trembled, there were tears in his eyes, and for a moment I thought he was going to collapse. Then he laughed, a harsh, bitter laugh. “ I'm only a shadow of what I used to be,” he said.

He rolled up his sleeves and invited me to look at his arms. They were skin and bone, mostly bone. I thought of this man as I knew him last. He might have been the counterpart of Longfellow's Village Blacksmith.

Reginald Halstan was an athlete from his head to his feet. He had played for his University in most of the sports. He had done uncommonly well in the Army, retiring with the rank of major. And here he was to-day, looking, as the porter said, “ just like a tramp.”

After a little while he told me a poignant story of his misfortunes. Ever since the war, life had been full of ups and downs. “ Mostly downs,” he commented sadly.

But two years before his luck had changed. He obtained a good post and with his wife went to live in a furnished house in Highgate. For eighteen months life had been “ one grand sweet song.”

Too good to last

“ I might have known it was too good to last,” exclaimed this man bitterly. One night he had gone home after a tiring day to find it empty and cheerless. On the table was a tray with sandwiches and a decanter, and on the mantelpiece a note in his wife's handwriting. “ I've committed a sin,” it ran, “ and I can never look you in the face again.”

“ Over and over again I read that note without grasping what it meant,” went on Reginald Halstan. “ I thought it was a trick, some stupid prank that was being played on me. Eagerly, anxiously, I called my wife by her name, but the only response was the answering echo of my own voice.”

Redeemed pledge

At last the tragic truth dawned on him, and for three weeks he remained in that house like a man demented. The shock brought on a nervous breakdown which led to his losing his work and in two months he was homeless and penniless.

He told me that at Christmas time he stood in the Strand watching his fellow-men as they passed with a smile of good cheer on their faces and a parcel of good things in their arms. “ I had no parcel to take,” he murmured sadly, “ and if I had there was no one to whom I could take it.”

When I asked him why he had not come to see me before, a shadow came over his face. “ I'd still a bit of pride left,” he replied, “ but that's been knocked out of me now.” I urged him to let me help him.

“ No,” he said, “ I've not come to beg; but there's one thing you can do for me,” and he started to undo a parcel. “ This is one of the few things belonging to the old days and I hate having to part with it now. It's a Rugby football,” he went on, “ a souvenir of a great match. But it's in good condition and I thought your Rugger team might buy it from me.”

And this man, destitute though he was, would only accept a small loan on condition that his football should be left with me as security. “ If you don't sell it,” he said with a smile, “ we'll look upon it as being in pawn, and I'll come and redeem it when I am able.”

Three days later he was back with a Treasury note in his hand. “ I've come for my possession,” he announced almost gleefully. And by way of explanation he told me, “ I've been doing a bit of scribbling again and my first article has found a market. What is better, the editor tells me he will be glad to have some more of my stuff.”

“ Lux ex tenebris ” (“ Light cometh out of darkness ”), quoted Reginald Halstan, with a touch of his old fervour. For three years, in these pages, I have been saying the same thing.

The Sentence of the Court

NEW ARABIAN NIGHTMARE

Costly Desert Song-Birds

WEARING the hefty boots and copious bloomers of a Cook's tourist, little Mr. L. C. M. S. Amery, Colonial Secretary, climbed into the dock, and, standing on tiptoes to see over the rails, pleaded “ Not guilty ” to a breach of the Anti-War Precautions Act.

“ On the strength of his remarkable collection of initials,” said Mr. Watchdog, K.C., “ this ministerial midget might almost rank as a ‘ man of letters,’ but, unfortunately, he sees himself juggling with Empires and setting up and dethroning kings.

“ Having just returned from an Empire tour (during which the Colonial Office managed to stagger along without his dominating personality), the accused doubtless feels more than ever qualified to direct the destinies of distant parts of the globe. But this craze seems likely to prove expensive for stay-at-homes like the jury and myself.

“ The immediate object of his distinguished meddling is Mesopotamia, where yet another of those mysterious little wars, which begin nobody knows how and are fought over nobody knows what, is erupting. And once again we are in it, airplanes having been sent to Koweit and warships mobilised.

“ To penetrate to the true inwardness of this latest squabble between petty desert chiefs is a task for which I am ill equipped. All that is known is that a semi-secret war has been raging for nearly a year because of the refusal of the Arab tribes to pay taxes to King Feisal, and that this country has been acting as debt-collector, Lord High Executioner, wet nurse and odd-job man.

“ This little war may develop into a much larger war, and heavy losses in blood and treasure will be our portion until we get out of Mesopotamia and leave the sheiks to carry on their ancestral hobby of mutual assault-and-battery without our assistance.”

* * *

Mr. Strawsplitter said that the real cause of the trouble was Ibn Saud, who had declared war against us. This was singularly ungrateful, seeing that for six years we had paid £60,000 a year for his friendship and had finally given him £200,000 in the hope of buying his good behaviour. The Wahabis, however, seemed to have the most primitive standards of gentlemanly conduct and were now attempting to bite the hand that had fed them.

“ How much Mesopotamia has cost us altogether is known probably only to Allah and Sheik Amery,” said Mr. Justice Bull. “ What we do know is that Ibn Saud alone has had more than £600,000, so that one way and another there must be more British sovereigns in circulation in Arabia than anywhere else in the world.

“ And the only result of this attempt to make the sands of the desert grow gold has been to prove that a syndicate for buying shares in the moon would be a sounder commercial proposition than trying to purchase the friendship of dusky potentates whose favourite tipple is their neighbour's gore.

“ Tribal wars started in the name of the Prophet would leave us indifferent but for the painful fact that, so long as we associate with the sheiks of Araby, their Prophet is synonymous with our loss. Nobody knows who originally put the ‘ Mes ’ in ‘ Mesopotamia,’ but the present mess is largely due to the prisoner's boyish delight in playing at universal policeman.

“ Since this little man appears to do much less damage as a globe-trotter than as a desert debt-collector, I direct that his passport be vised for all countries and he be given six years' leave of absence, in the hope that he will swop the rôle of Napoleon for that of a Columbus seeking a new Amery-ca.”

◆

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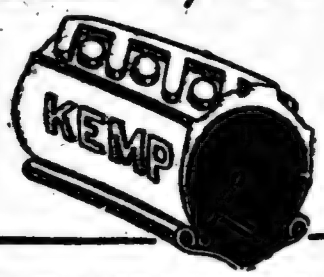

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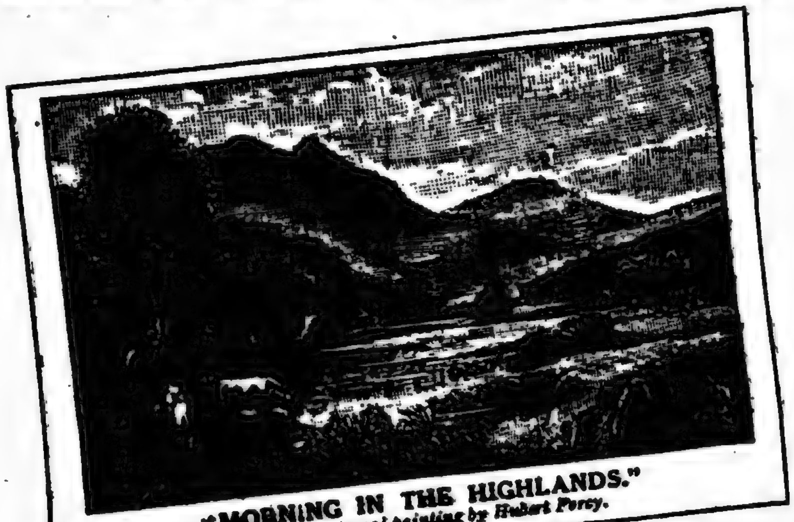

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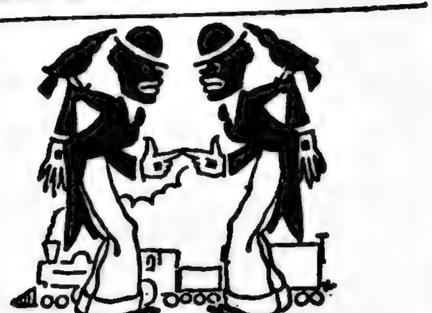

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Surrounds you with a pleasant germ-proof atmosphere that keeps you free from colds and 'Flu'

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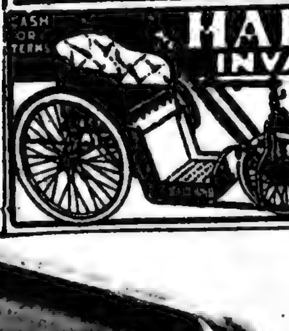

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Words Winged to Women

A POISONOUS PRESCRIPTION

by MABEL HORNER

> "A DRUNKEN woman . . . . causeth great anger. . . . She will not cover her own shame."—ECCLESIASTICUS xxvi. 8.

A SHORT time ago a man wrote to me from an address in Falkirk, complaining that I never wrote about "the greatest curse to the whole human race," but seemed purposely to steer clear of the subject.

"I mean," he explained, "the drunken wife. There are women blessed with good temperate husbands and nice children who give way to drink. There seems to be no remedy. The very law aids and encourages her. Why don't you give your views on the subject?"

I wish my correspondent had explained what he meant by the "encouragement" the law gives to a drunken mother, but as he writes from a men's lodging-house, I can only assume that his home has been broken up and that the law held him responsible for debts incurred by his drunken wife.

I can understand this man's despair. He is broken-hearted through a tragedy that is well-nigh irredeemable.

He must not think that because I do not often write about drunken mothers that I ignore this terrible problem. I have been faced with its tragedy too often.

What drunkenness can do

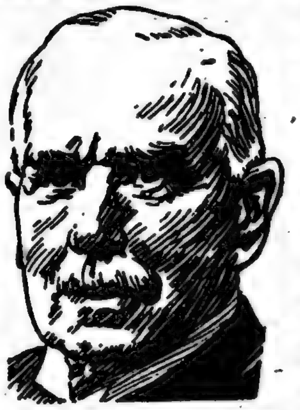
I shall never forget, for instance, in York, visiting a home where the man had fallen out of work and where it was possible his two children might lack food.

His wife was a modest, nice-looking girl, rather unnaturally quiet. The baby was a beauty. It was fair. It had golden curls that clustered about the sweet little face like a halo of shining light.

There was nothing at all in the house to eat and hardly anything at all to wear. The cot was filled with a foul mattress and covered with a bit of torn curtain.

But unemployment had not had time to wreak all this havoc. It was due to drink. The young mother drank.

Whatever went into the house she found a way to convert into drink. When kindly hands bestowed clothes they were sold for drink. In her cups the woman became a fiend incarnate. When the man was in work every penny she could secure of his wages went in drink.



Sir W. Arbuthnot Lane

Then one day she vanished. Three weeks later a horrified constable drew from the river a strange, sodden bundle. It was the young mother. In her drunken frenzy she had flung herself into the Ouse.

Tied fast to her bosom by an old red scarf was the body of the beautiful baby, the river weeds entangled in his golden hair, his eyes fast closed in the death that, at any rate, hid from him the knowledge of what his mother had been.

That is what drunkenness can do when it plays upon the delicate organism of a woman.

Once I spoke to more than a hundred women at one time. They were in a home for inebriate women, sent there by magistrates in various parts of the country trying to give them a chance instead of sending them to prison. They were pleasant and gentle and very, very penitent.

But when I asked the matron privately what were their chances of permanent recovery, she shook her head sadly. "They haven't the will power. . . . They mean to keep straight, but they can't. When a woman loses her self-respect it is difficult, but when a taste for strong drink is inherited . . ."

That is the crux of the difficulty. Miracles I know have been wrought even in the reclamation of drunken wives and mothers, but when the "taste" is inherited . . . .

It is such a stumbling-block that I am horrified and scandalised to find so eminent a doctor as Sir W. Arbuthnot Lane saying publicly that a drop or two of brandy in a baby's bottle will cure its indigestion.

The slippery slope

I consider that it is a doctor's duty not to talk of brandy bottled for babies, but to point out that properly fed babies do not have indigestion. Why should they? Indigestion comes either from wrong feeding or over-feeding.

Babies are the most pliable little things in the world, mere bundles of inherited instincts until we train them into habits. If we train them into wrong habits we have ourselves to blame if they turn out rotters at the end.

And certainly to put alcohol into a baby's bottle is to start it headlong down the slippery slope to real drunkenness. I could imagine a baby, having got over its first distaste, refusing a meal that was *not* flavoured with alcohol.

What is the use of the Government passing laws to keep young children from licensed premises and making it an offence to sell young children strong drink if eminent doctors are allowed to advise the dosing of baby's bottle with brandy?

Even now it is a common sight to see mothers giving tiny sips from their own glasses as they stand in the street. In such ways is the formation of habits directed. Whose is the blame if, when the babies themselves grow up and marry, they in their turn become drunken parents?

THE BEST LIFE GUARDS

"John Bull" Protects the Poorest

EVER since man first conceived the idea of living in an organised community, he has been compelled to give attention to the question of life guards.

Not once, but many times in history, has the life of a monarch been saved by the prompt intervention between the throne and the enemy of the Life Guards. In these days, and notably in our own country, the Life Guards are but glittering survivals of a romantic past.

But life guards are still needed, not only by rulers, but by every man and woman in the State, the only difference between the past and present being that the safeguarding now takes a different form.

The peril surrounding everybody is not the sudden onslaught of a personal enemy, but the quite impersonal blows of Fate. Their very unexpectedness constitutes their cruelty. Therefore, it is well to be prepared with the modern version of life guard that takes the form of insurance.

A real godsend

But because really useful insurance, that which benefits the living, is expensive, the poorest are often left out.

JOHN BULL's offer of a free insurance scheme is made with these in mind. It benefits all, but most of all those whom sudden calamity hits hardest—as, for instance, when Mrs. D. Higgs, of 11, Ashcroft Gardens, Abington, lost her household furniture by fire.

But Mrs. Higgs knew the value of life guards. Being a reader of JOHN BULL she had taken good care to register, and so was able to send in her claim.

Her thanks were unbounded because it "was met in a prompt, straightforward way." She goes on to say:

"It has been a godsend to me. Had I not been a registered reader of JOHN BULL it would have taken me years to have made up what I lost in the fire. Now I can look at my furniture and say it is all paid for through the generosity of JOHN BULL. This makes the second cheque you have paid to me."

Even more calamitous was a similar happening at the home of Mr. E. Wray, of 129, Brand Lane, Stanton Hill, near Mansfield, because Mr. Wray is a miner already pretty well bowled out by Fate. But through all the bad times and depression Mr. Wray kept behind his life guard of JOHN BULL's Free Insurance.

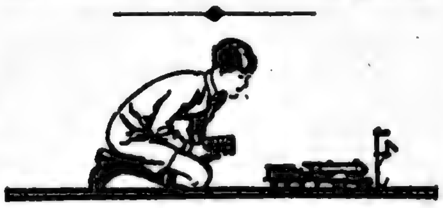
So simple!

How JOHN BULL kept faith shall be told in his own words:

"I received your cheque on Saturday, and I thank you from the bottom of my heart. I can assure you the money has been spent to the best advantage. We were all nearly barefoot and my first move was to go out and buy boots.

"I am a miner earning the lowest wages, making four days a week. My money comes to £1 1s. 6d. when the stoppages are out. With a wife and five children to keep out of that, you will see that our purchases have always to be made in the cheapest markets."

A simple life-story, telling better than any laboured eloquence the value of JOHN BULL's Free Insurance. Take the simple step of signing the registration form and its safeguarding properties are yours.



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Sonny will soon be needing a start in life, but can you afford the training he deserves? Smooth away your difficulties with

"BULLETS" £300 First on page 39

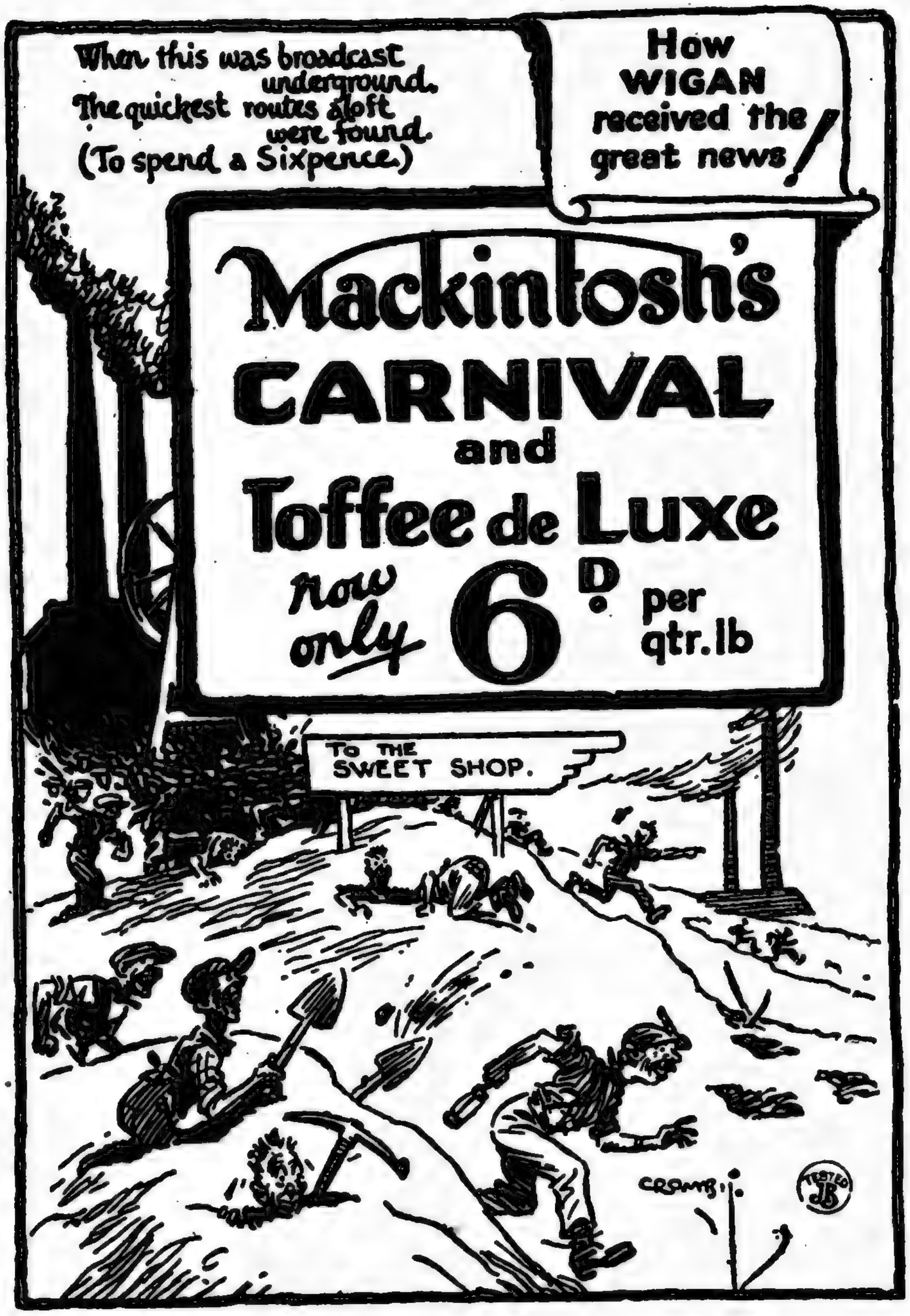
BISTO
"Ah! Bisto"
—OURSELVES AS OTHERS SEE US—
Adventures of the "BISTO KIDS"

Now the Kids are as proud as can be
For their poster they've seen on a hoarding,
And as both of them shouted "That's me"
They saw an old woman applauding.
"A good picture of you"
She said to those two,
"I really believe you're the poster come true."
And the Kids said "Ah Bisto" and sniffed in great glee,
Exactly as shown on the hoarding.

BISTO

for Soups, Stews and all Meat Dishes.

TESTED JB


When this was broadcast underground. The quickest routes aloft were found. (To spend a Sixpence.)
How WIGAN received the great news!
Mackintosh's CARNIVAL and Toffee de Luxe now only 6D. per qtr. lb
TO THE SWEET SHOP.
CRUMB
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Better Value Than Ever!

LOWER PRICES **Exide** **HIGHER QUALITY**

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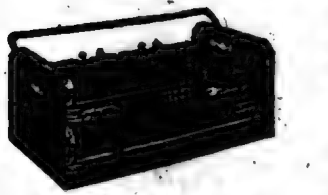

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In crate with Detachable Wire Carrying Handle.
CAPACITY: 5,000 milli-amp. hrs.
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No other manufacturer can show such a record of improvement in design and reduction in prices.

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WH 10-volt now 7/6 and WJ 10-volt 5/-

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SCRAGGINESS
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BECOMING
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Slenderness is one thing. Unnatural thinness is another—and a dangerous one. Doctors know it is a very bad sign for a man or women to be much underweight. It is often the first warning of dread disease.

And disease can even be induced by loss of weight. That is why every man and woman who is seriously underweight ought to take steps to remedy the matter at once by taking Cod Liver Oil in its new form of little tasteless tablets. Cod Liver Oil contains more of the wonderful health-giving, flesh-producing elements than any other substance and is unrivalled for all who are underweight.

But ordinary Cod Liver Oil is horrible stuff to take. Hence the great success of these new tablets, McCoy's Cod Liver Extract Tablets. They are just a concentrate of the valuable elements of the Cod Liver Oil without the nasty oil itself, and they positively work wonders. Slip a box of McCoy's in your pocket to-day. Take them for 30 days as prescribed, and if you haven't put on 3 lb. of good, solid flesh and feel better in every way, the makers will refund your money.

All chemists recommend McCoy's, 1/3 and 3/- the box.

Insist on McCoy's Tablets—the original and only genuine. Refuse imitations. In case of difficulty send direct to McCoy's Laboratories, Norwich.

NASAL CATARRH

A Simple, Safe. Inexpensive Method that clears the Head, Nose and Throat.

FOUR CIGARETTES SENT FREE.

Nasal catarrh is not only disagreeable and offensive, but it will lead to serious trouble. That inflamed condition of the mucous membranes of the air passages of the head, nose and throat may spread to the point where it is incurable and a danger to life. Dr. Blosser's Cigarettes are composed of medicinal herbs, flowers and berries. The warm smoke vapour is inhaled into the affected air passages, and will go to where sprays, douches, and salves cannot reach. They contain no tobacco or cubebs, and being harmless, are used by women and children as well as men.

If you suffer from any catarrhal trouble, plain nasal catarrh, hay fever, asthma, catarrhal deafness, or are subject to frequent colds, get from any chemist's a convenient pocket-size package of Dr. Blosser's Cigarettes, and prove for yourself their pleasant beneficial effects.

FREE Should you like to try a sample of the Remedy, a package containing four cigarettes will be sent to you quite free, if you will send your request to Dr. Blosser, Ltd. (Dept. 121 T.T.), Temple Chambers, Temple Avenue, London, E.C.4.

Human Documents

The Two Orphans

Passion to Kill—A Wife's Chance—In the Toils

PROBLEMS that may be yours are dealt with by "Humanist." The names and addresses of all correspondents are suppressed so that the writers may not be identified. Letters that are too intimate or are not sufficiently general to be helpful to others are answered by post. All correspondents must send stamped, addressed envelopes. Ten shillings is being sent to each of the writers of the first four letters printed.

"LEFT a widow without any means other than my own ability to earn money, I reared two orphan girls respectably, and had them both trained to be domestic servants.

"The elder, at the age of seventeen, obtained a good position with a wealthy family employing a large staff of servants, and I hoped that I need have no further anxiety regarding her future.

"To my great distress, she returned home a year later to become the mother of a child. According to her story, she had been courted by a young tradesman, who had seduced her under a promise of marriage and denied his responsibility when she told him of her condition.

"I wrote to him and visited him in the hope that he would set things right by marrying my daughter, but all my efforts were of no avail.

"She had no written promise of marriage, and so, ill and in shame, she bore her baby at my home and some months later secured a situation in which she has since worked for several years to earn her own and the child's support.

"THIS affair to a respectable family has been a deep humiliation and a great expense, but even worse was to follow.

"The younger sister, now also in domestic service, asked me to invite her young man, in business near her place of employment, to our house to tea.

"I assented, but on his arrival, I was overwhelmed by consternation to find that he was the fellow responsible for her sister's downfall. Fortunately, my elder daughter and her child were not with me that day.

"After a stormy interview, he departed, after denying the paternity of the child, and declaring his determination to marry my younger daughter. She, on her part, appears to be infatuated with him, believes his version of the affair, and seems to be equally determined to marry him.

"Explanations, warnings, tears and her sister's gloomy forebodings are alike of no avail to move her, and matters appear to be drifting to a tragic issue."

"HUMANIST" says: *Assuming your elder daughter's version to be correct, you must remember that a girl who has sinned is not held by charitably minded people to be for ever debarred from hope of happy marriage, and on the mere basis of sex-equality you must grant a man the same justice. Many a man who behaved like a cad in his youth has grown into a decent citizen and there would be few saints if there were no reformed sinners. You cannot shut your daughter in a nunnery because she refuses to dismiss her lover. Why not try to help him to prove there is good in him as in the worst of us?*

* * *

The One Before

"TEN years ago I was engaged to a man of whom I grew very fond. As my fondness for him grew alas! he tired of me, and at last he made it quite clear that he wished to be released. Though my heart was breaking, I returned his ring, and told him it made little difference to me, as I had never really cared for him.

"Since then I have met and married my husband without letting him know that, while I was prepared to be a dutiful wife, I had no love to offer him. He has been good to me and an exemplary father to our children, but now such happiness as we have known is seriously threatened.

"We bought a house, half of which we decided to let. To my horror, I find that unknowingly my husband has let the rooms to my former fiancé and his wife.

"Though the man who before my marriage meant so much to me gave no sign of recognition, I could scarcely control myself at the shock of seeing him again and finding him seemingly happy as the husband of another woman.

"How can I continue to live in the same house? I can think of nothing but his caresses! I have told my husband, and he is very much hurt, but feels bound to honour his business contract.

"Meanwhile, even my children seem to mean little to me and my thoughts are tortured by seeing what might have been my own happiness."

"HUMANIST" says: *A painful situation, but one which your husband, if he is a man of sense, will quickly alter. On your part, you must resolutely refuse to allow your thoughts to dwell upon what might have been, and try to appreciate the value of what is. Surely, though you do not confess it, you must be ashamed of the resurrection of a passion better dead and buried. Honour your children that they may honour you.*

* * *

Lukewarm Forgiveness

"DURING the first few years of my married life I was a very happy woman. We were in fairly comfortable circumstances for working-class people, and I was expecting the crowning joy of motherhood.

"Then my husband lost his employment in the town in which we lived and had to go elsewhere, leaving me in the home which he had provided.

"When our child was born things did not go easily and my health was terribly affected. I was in the doctor's care for nearly two years, and during that time I made the sad discovery that my husband when working away had been unfaithful to me.

"When I taxed him with it, he made a full confession and pleaded with me to forgive him for the sake of our little one. I said I would do so on his solemn promise that he would not offend in that way again.

"Since then, although I have no evidence of further infidelity, I find he is still associating with the riotous companions who led him into bad company, and though I love him dearly I would rather leave him than run the risk of our baby growing up to have to despise a faithless father."

"HUMANIST" says: *As your husband made full confession so let your forgiveness be complete. Probably only your love and encouragement can wean him from his unworthy companions and prevent him backsliding. How would you feel if you left him and later on he reproached you with being largely responsible for his greater downfall through your lack of confidence?*

DON'T forget to send your Lent savings to "The Greatest of These—" Fund. (See p. 38.)

GREAT PEN OFFER. (See page 2.)

Black-mailed

"A RELATION of mine, although in many respects a splendid fellow, is, unfortunately, very weak-willed, and apt to take the line of least resistance. He is and has been for a great while employed in personal duties affecting the comfort of travellers.

"Years ago he succumbed to a sudden temptation. He found a pocket-book containing a considerable sum of money, which had been left behind by a passenger upon whom he had been in attendance.

"He should, of course, have handed it to his superior. Unfortunately, he just slipped it into his pocket and delayed reporting the matter for several days.

"In the meantime, he was approached by another passenger who had seen him pocket the wallet, and who promised secrecy if he agreed to share the contents.

"Knowing that he was already at fault, he weakly yielded. He has known scarcely a day's happiness since, for the rogue, a professional travelling crook, continually blackmails him.

"He has a wife and children who are badly in need, for, although his earnings are considerable, he is kept poor by meeting the demands made upon him by the clever scoundrel.

"How can he get free from these fetters without losing his job?"

"HUMANIST" says: *It is impossible to promise that he may not perhaps lose his job, but that may ultimately be a light price to pay for the freedom from anxiety which he will gain by confession and prosecution of the blackmailer. Probably, however, the latter, knowing the severity with which the law regards blackmail, will desist if he sees that your relation is determined, at any cost, to be rid of him.*

* * *

Cousins and Crime

"My cousin found me a job with his employers when I badly needed it. Now I find he is acting dishonestly, but when I remonstrate with him he says I will be showing him base ingratitude if I do not turn a blind eye to his wrongdoing."

"Humanist" says: *He has no right to claim you as an accessory and demand that you should be disloyal to your employers. Blood may be thicker than water, but it is not thick enough to cover dishonesty.*

Would-be Widow

"For over ten years my husband has not supported me, and being compelled to leave him I described myself as a widow to obtain work. I now have an offer of marriage. Can the tie that binds me to my worthless husband be broken?"

"Humanist" says: *Only by divorce on the ground of adultery, as the law stands at present. If you have not such ground, I am afraid you must remain, to all intents and purposes, neither wife nor widow, until the law is altered.*

Futile Deception

"I find that a girl friend is excusing her frequent absences from home by saying she stays with me, to conceal her courtship with a man of whom her parents disapprove. Do you think I should tell them of it?"

"Humanist" says: *It is never pleasant to carry tales. Can you not convince your friend of the futility of such deception and induce her to be frank with her parents? Though they may disapprove, they cannot prevent the courtship.*

IF RHEUMATIC DISSOLVE THIS IN YOUR MORNING TEA.

Then watch the pains, aches, swellings, stiffness and other misery disappear. They simply HAVE to go, says ALICE LANDLES, certified nurse.

Rheumatism can be caused in but one way. That is by acids and impurities in the blood. Chemical analysis and microscopic examination of the blood prove this beyond the possibility of doubt or argument, as any standard medical work will explain in detail. Of course, various conditions, such as exposure to cold and dampness, or committing certain errors of diet, can make rheumatism worse, but the primary cause always remains the same. Therefore, trying to get rid of rheumatism without ridding your blood and system of the acidulous impurities which directly cause this physical calamity, is exactly like trying to get rid of smoke without putting out the fire. Pain-causing and kidney-irritating uric acid is no different from any other acid in that *it must be neutralised by an alkaline liquid.* Nothing else can have just the same effect, this being an elementary principle of chemistry, of course. It naturally follows that to dissolve, neutralise and wash out the rheumatic acids the liquids you drink must contain the necessary alkaline elements to be absorbed into the blood and act upon the acids. These elements are easily provided. Simply get a small supply of the refined Alkia Saltrates compound from any chemist. As much of this as can be heaped on a sixpence should be dissolved in your tea, coffee, water, or other drink and taken every morning. No trace of any bitter, salty, sour, or other taste can possibly be detected. Also it cannot upset or irritate even the most delicate stomach. The only evidence that you are taking a medicine will be the plainly noticeable relief from rheumatic pain which it quickly produces. In each package of Alkia Saltrates the refiners enclose an authoritative and extremely valuable treatise, giving useful diet hints and other interesting information for rheumatic sufferers.

SPECIAL NOTE.—We are informed by the manufacturers, who prepare a very high grade of Alkia Saltrates, that during the next ten days they are willing, as an advertising offer, to supply anyone interested in the product, with a liberal sample packet if applicant cares to send sixpence for the postage, packing, etc., to Saltrates (Dept. 246 P), 86, *Clerkenwell Road, London, E.C.1.*

URGENT!

Ryders

would remind their customers that if they have not yet made up their 1928 Seed Order there is no time to lose if they wish to have their Flower and Vegetable Seeds in good time for Sowing.

Ryders make every endeavour to dispatch all orders within twenty-four hours of receipt, but the abnormal rush which inevitably occurs as the season advances is a severe tax on the organisation.

PLEASE SEND YOUR ORDERS EARLY and when making out your list for Ryders Seeds Mr. Ryder suggests that you carefully study the Manure Section of the Seed Catalogue and ensure better and more prolific crops by including a sufficient quantity of General Garden Manure in your order.

Price per cwt. **19/-**, ½ cwt. **10/-**.
Carriage paid for cash with order.

If you have not received a catalogue send post card to-day with your name and address to:—

RYDER & SON (1920) Ltd., Seed Merchants,
St. Albans

£10 FOR £6

WORLD'S GREATEST 3-SPEED CYCLE OFFER

This advertisement really means what it says. It is the actual unchallengeable fact that the Graves 'Speed King' sold on Easy Terms at £6 is in all essentials equal to the handsome, high-grade cycles sold at £10, and not overpriced at that. We spread the payments over 14 months, so that you more than get your money back in the first 12 months out of saving in Tram and 'Bus fares, without counting the many hundreds of miles of joy-riding all over the countryside which costs you nothing.

THE GRAVES 30-YEARS REPUTATION

for honest, straightforward trading stands behind this advertisement. Our terms are plainly advertised to all the world, so that you know exactly what you are doing, what the machine is, what it costs, and how to pay for it. You will receive the cycle, entirely subject to your approval, with carriage and packing charges paid right to your address. If not completely satisfied send the bike back, carriage forward, and every penny you have paid will be immediately refunded.

Read the Specification and form your own judgment as to the HIGH VALUE and unprecedented LOW BARGAIN PRICE of this magnificent machine.

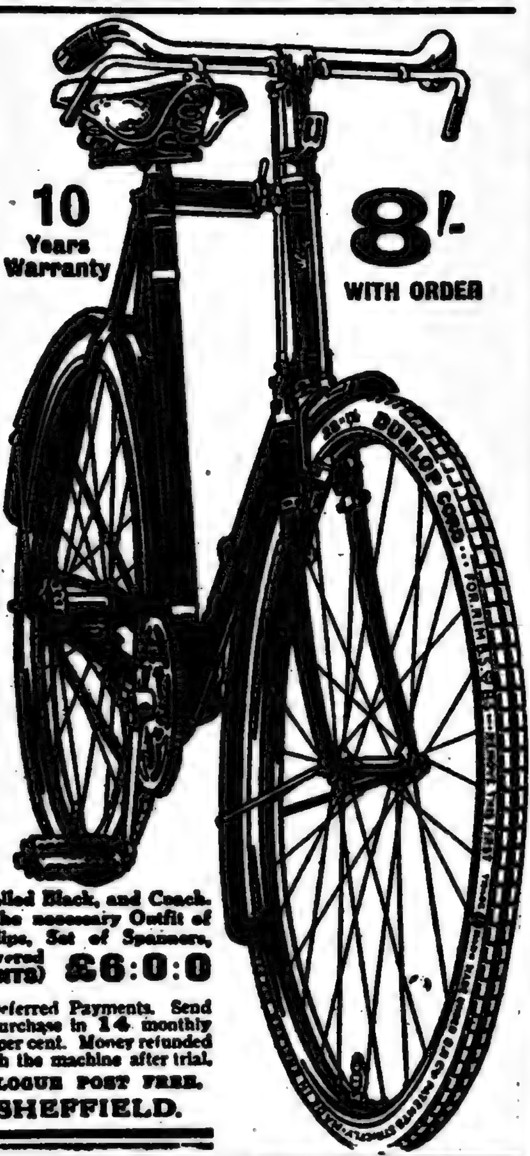
DUNLOP Roadster Reinforced Cord Tyres, and Dunlop Inner Tubes. The Dunlop list price for this quality of Tyres and Tubes is £1:10:6 the set.

WILLIAMS Flanged Chain Wheel and Cranks accurately pitched & in perfect alignment to ensure smoothest running

MIDDLEMORE genuine Coventry-made English leather three-coil Spring Saddle. Middlemore's are the oldest saddle-makers in the trade. They were making Hunting and Cavalry saddles as far back as 1820

STURMEY-ARCHER World-famed 3-speed Gear — the Gear which levels the hills and gives maximum power and speed on the road.

HANS RENOLD CHAIN The finest cycle chain ever produced by any chain makers in the world. Diminishes friction & increases driving Power



10 Years Warranty

8/- WITH ORDER

The Frame is triple rust-proofed, enamelled Black, and Coach-lined. With every machine we supply the necessary Outfit of Tools, comprising Pump and Pump-clips, Set of Spanners, Oilcan, and Leather Tool Bag. Delivered Carriage Paid. **PRICE (LADY'S or GENTS) £6:0:0**

TERMS: Our Bargain Price is for Deferred Payments. Send 8/- now and complete purchase in **14** monthly payments of 8/- Discount for cash, Five per cent. Money refunded in full if you are not entirely satisfied with the machine after trial.

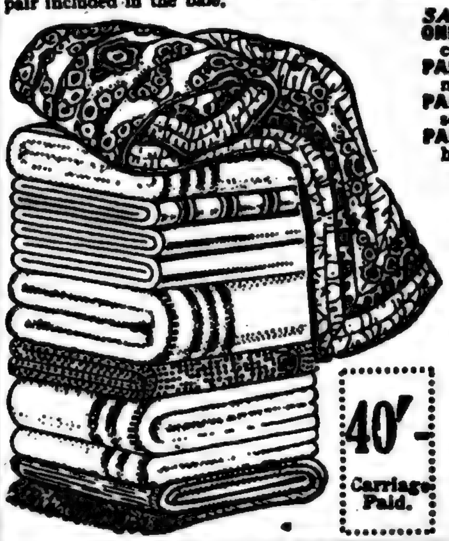
WRITE FOR ILLUSTRATED CATALOGUE POST FREE.

J. G. GRAVES Ltd. SHEFFIELD.

SHEETS GIVEN AWAY

SEND NOW—FINAL OFFER

Our surplus stock of **REAL LANCASHIRE FINE TWILL SHEETS** is now nearing the end. While the supply lasts every purchaser of our Monster Bedding Bale will receive **one pair free in addition** to the pair included in the bale.



SATISFACTION OR MONEY REFUNDED.

ONE Art **DOWN QUILT** (in good quality Sateen cover and panels).

PAIR of **WHITE WOOLLY BLANKETS.** English-made, whipped and bordered.

PAIR of **FINE TWILL SHEETS,** real Lancashire woven, soft and durable.

PAIR of **PILLOW CASES,** pure White Long-cloth, hemmed and buttoned.

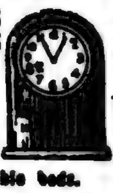
ONE lovely **ALHAMBRA QUILT,** in all newest colourings and designs.

ONE splendid **STRIPED BED TICK.**

PAIR of long **NOTTINGHAM LACE CURTAINS,** or **TWO PAIRS** of lovely **CASEMENT CURTAINS.**

ONE BEDROOM RUG, coloured floral design.

EXTRA GIFT OF THIS CHARMING CLOCK, *suitable for any room, if full cash sent with order.*



This Bale can be purchased by easy instalments. Send for particulars.

Treasury notes should be registered.

All Bedding for full-size double beds.

40/- Carriage Paid.

L. & C. MOSS (Dept. J.B.),
Stevenson Square, **MANCHESTER.**

DEPRESSION

DR. CASSELL'S TABLETS BANISH DEPRESSION BY RESTORING THE NERVES

Make sure of *permanent* relief

Your nerves decide whether you are healthy or depressed. It is very hard to be optimistic when suffering from the irritating pains of a weak nervous system.

Avoid drugs which merely soothe the pain. Authorities say weak nerves *must be nourished*; and this fact is well attested by the thousands of people who have regained health through taking Dr. Cassell's Tablets.

These remarkable tablets nourish the nerves and enrich the blood with Hypophosphites and Blood Nutrients, and this process is assisted by the stimulation of appetite and digestion through valuable Stomachics and Digestive Enzymes. Start a course of Dr. Cassell's to-day, and soon you will enjoy the bright healthy outlook upon life you have envied in optimists "without nerves".

DR. Cassell's Tablets

1/3 and 3/- per box

Sole Producers: Veno Drug Co. (1925) Ltd.

"For the Blood is the Life."

A Portrait of Miss Florence Bignell whose mother writes:

"When eleven years old my daughter Florence had Severe Eczema on her face, arms and legs. The doctor to whom I took her gave her medicine, and I bathed the sore places with a solution of Sulphur, using all kinds of soap, but with no good results. She attended Hospital for three years and had the Sun Treatment for six months, but still got no better. At last I was recommended Clarke's Blood Mixture and after having four bottles I could see it was doing her good, so I continued with it, and she is now quite cured and her skin is perfectly clear of the sore places. My friends stop her in the street and are surprised to see what a bonny girl she now is. I shall always recommend your wonderful Clarke's Blood Mixture."—(Signed) Mrs. Bignell, 67 Scholars Rd., Balham, London, S.W.12

Clarke's Blood Mixture

successfully cleansed Miss Bignell's blood and freed her of Eczema. Other sufferers will find Clarke's Blood Mixture just as good for Abscesses, Ulcers, Bad Legs, Inflamed Wounds, Swollen Glands, Hæmorrhoids, also Rheumatism and Gout, all of which are sure signs of Blood impurities.

Ask for and see you get

Clarke's Blood Mixture

3/- per bottle. Six times the quantity 12/-

"Everybody's Blood Purifier"

When outward application is also required Use CLARKE'S MIRACULOUS SALVE.

Make your own Cigarette & see what you save.

ALWAYS USE **A.G.** CIGARETTE PAPER

BEST & PUREST

RHEUMATISM CURED after TWO YEARS AGONY!

London.

Sirs,—I suffered from Rheumatism in the knees, and as I work in a foundry amongst wet sand I have had a bad time. I have only taken one 3/- box, and am pleased to tell you I have had, after two years' suffering, a good sleep every night. I feel years younger, and my shopmates ask me why I get about so much now, as I was always afraid to move quickly on account of the pain.—Respectfully yours,

W. GARROTT.

URACE, and URACE alone, can cure Rheumatism. It directly attacks the cause—uric acid—dissolves and expels it from the system and prevents its reappearance. That is why it CURES and CURES QUICKLY. 1/3, 3/- & 5/- per box, from Boots, Timothy White & Co., Taylors, and all Chemists and Stores, or direct from the URACE Laboratories, 88, St. Thomas Street, London, S.E.1.

URACE TABLETS FOR RHEUMATISM

Our Letter Parliament

What Do They Fear?

A Wicked Wage—The Bacon Puzzle—Wrong Economy

JOHN BULL is, indeed, deserving of commendation for its persistent exposure of the industrial assurance fraud, a question so ably dealt with by Mr. E. Roffe Thompson in the issue of March 3. In view of the failure of past and present Parliamentarians to deal with this barefaced robbery, I suggest that the article be reprinted during the forthcoming General Election campaign, so that electors will be urged to insist that would-be M.P.s should pledge themselves to legislate for the blotting-out of these assurance organisations.—*S. W., Everton.*

Always Winners

If people could understand that 96 per cent. (approximately) of policies lapse, they would perhaps realise the wastefulness of them. Again, the grab of the companies is seen in the terms of industrial endowments. These carry practically no interest, and if, through misfortune, a holder wishes to cash his policy, even although at the time it is nearly matured, he is mulcted in something like 30 per cent. of his money.—*J. B., London.*

Earning a Title

The article on the scandal of industrial assurance is not an eye-opener for the working class, who taste this type of swindling daily. It is a challenge to all political Parties, and the sooner the Labour Party in particular tackles this burning problem, the sooner will it be fit to be called the Workers' Party.—*J. R., Preston.*

Bread Stealers

If a workless ex-Service man steals bread to feed his starving children, he gets imprisonment, but assurance magnates who steal the bread out of the mouths of the poor by assurance robbery are welcomed in Church and Society, and have honours showered upon them.—*M. M., Greenock.*

Exaggerated!

The scathing remarks of Mr. E. Roffe Thompson are, to my mind, grossly exaggerated. Is not the main trouble due to the dilatory way of persons in not understanding the agreement when taking out a policy of any description? I personally have interests in certain companies, and have found them straight and honourable in my claims.—*T. W., Leicester.*

Cut-throat Competition

There is another aspect of the industrial assurance scandal which deserves castigation. This is the colossal waste entailed by hundreds of agents doing the same thing, on the same ground, with the same "goods." No wonder premiums are so excessive for the assurance effected. Also the cut-throat competition involved leads directly to the wholesale lying and fraud which harassed agents employ in order to secure business.—*Agent, London.*

Leaders' Apathy

I am a member of the Labour Party, so that all the more I concur with Mr. E. Roffe Thompson's remarks concerning the apathy of the leaders and their followers in the House of Commons concerning the monstrous swindle of industrial assurance. And on top of this comes a prominent leader who boasts of the 150 dinners he attends in a year, the 320 cigars he smokes, the nine gallons of champagne he drinks, and the £18 he has to pay for cleaning boiled shirts. The "irony" of it.—*C. G., Bootle.*

Brief-to-the-point letters not exceeding 100 words are invited. 5s. is paid for each letter published. Name and address essential, not necessarily for publication. Envelopes must be marked "Letter Parliament."

◆

A Safe Plank

If one of the three political Parties would make the assurance question one of the planks in the Party programme, and give a pledge that it intends to see this shameless robbery done away with, that Party would stand to gain a considerable number of votes. It is a vital question to all policy-holders, and I should imagine to 50 per cent. of voters.—*J. S., Notts.*

Remember!

Mr. E. Roffe Thompson's statement that, despite the fact that every Member of the House of Commons is in possession of the complete data of the wholesale swindling taking place in industrial assurance daily, there is not one person bold enough to stand up and denounce it, must have left your readers gasping. Let us all write to our respective representatives, and demand immediate action, and, furthermore, when they come at election time, seeking our votes, let us remember.—*A. P., Salford.*

The People's Job

Assurance companies will still wax fat out of the tears, rags and misery of the poor until public opinion raises its voice and compels the Government to stop this iniquitous traffic. Your vigorous effort to rouse public opinion will, I am persuaded, result in a long-needed reform of our system of assurance.—*R. G., Hindley.*

One in Eight!

Well done JOHN BULL! Read by one in eight British families, it is a splendid achievement and speaks volumes for the value of truth in the Press. It is never necessary to read between the lines in JOHN BULL; the articles are straight to the point, not a bundle of hints which leave the reader to draw his own conclusions. That, I think, is one great reason for its popularity.—*J. T., Stafford.*

◆

Printers' Pie

[*Half-a-crown is paid to the sender of every item published. Mark envelopes "Pie."*]

"DAILY CHRONICLE":—"Excellent Investment 3 mod. villas, 6 ROOFS."

"DAILY MAIL":—"Rosewood, baby grand, length 5 ft. VERY LITTLE USE. Price 80 gns."

"GROCERS' GAZETTE":—"For sale MAHOGANY GROCER'S BACK FITTING, with four tea bins."

"HARPIC HOME BOOK" (Recipe):—"Baked Trifle. 1 pint of MADE MUSTARD, sponge cakes, jam. Pour over the custard and place in moderate oven."

"STAPLEFORD AND SANDIACRE NEWS":—"Pure Milk WITH ALL THE DIRT TAKEN AWAY IN PINT BOTTLES 3d. pint."

"DAILY EXPRESS":—"They are to open a LARGE GIRLS' public school in May."

"EXPRESS AND STAR":—"100 carpet samples worth 12s. 11d., SALE PRICE 17s. 11d. SOLD ABSOLUTELY REGARDLESS OF COST."

"BURNLEY EXPRESS":—"Brisling are preserved in oil and tomato and the price is 5½d. and 7½d. PER TON."

"LOFTUS ADVERTISER":—"80 lbs. of fine WHITE knitting wool IN A HOST OF COLOURS, sale price, 2½d."

Fish Killers

Some of the larger oil-burning vessels carry machinery to use up the refuse. This ought to be made compulsory on all oil-fuel vessels. The waste oil cast on the waters is not only cruel and destructive to bird life, it also kills fish spawn and thousands of the immature fish.—*A. R. S., Hants.*

Hygienic Bread

Last week I looked inside a "hygienic" bakery just as the bread was being wrapped. It was wrapped in very truth, but I was horrified to see a ragged urchin, with filthy hands, fingering every naked loaf. He was feeding the bread-wrapping machine. How the public are gulled.—*M. D., Cheshire.*

More Interest

I don't think many of the workers of the country are troubling about penny postage. If the G.P.O. has any surplus, it's about time it got a move on and gave a little more interest on the workers' investments in the Savings Bank. No wonder there is a greater demand for municipal banks.—*W. P., Pimlico.*

Cheap Music

One hears much of the poverty of the clergy. What of the extreme poverty of the organists? I am a Church of England organist, and my total salary amounts to the princely sum of 5s. a week, a fine return for years of training. The Church is a very big sinner in this respect. Fifty pounds a year is its average pay for organists.—*Diapason, Cardiff.*

P.O. Tax Collector

Many workers who have to pay income-tax have no banking account, and the offices to which taxes have to be paid are often open only during limited hours. Payment by money order through the post is allowed. But while a taxpayer is buying the order he might just as well be paying his taxes at the post office. Why not?—*A., Clapham Common.*

Fewer Pigs

According to statistics published by the Board of Agriculture, there are now in Great Britain one million fewer pigs than there were in 1924. Yet our bacon factories are clamouring for home-grown materials for the production of one of the principal items in the breakfast menu of the British citizen. This industry is being starved while high-priced cargoes come from abroad.—*A. S., Malta.*

Purblind Folly

The first step in the economy campaign conducted in Abertillery was to enforce a 10 per cent. salary reduction on school teachers. The paltriness of this is obvious, but apparently the purblind folly of it has yet to be realised by the responsible authorities, who declare that the reduction will not impair the efficiency of the schools. Do they really believe that dissatisfied teachers are an asset to the State?—*W. L., London.*

Mean Mine-owners

The mine-owners and management do some "fine" things to promote friendly feeling among their workers. At a colliery in this district, about 200 men (including some who have done a life's service at one colliery, and who are too old to get on elsewhere) have received notice. Within a week of the notice expiring, there are advertisements appearing in some Northern newspapers for colliers and fillers at the same colliery. When they arrive here they are offered less than district wages, which are slightly higher than the Durham and district rate.—*C. C., Woodhouse.*

Not a Hair out of place.

ANZORA CREAM for greasy scalps, will not soil hat linings or pillows, and ANZORA VIOLA, for dry scalps, containing a little oil of violets, are sold in 1/6 and 2/6 (double quantity) bottles by Chemists, Hairdressers and Stores.

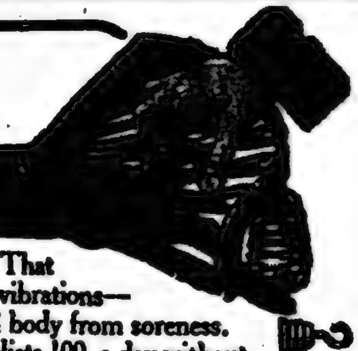
Firmly refuse all substitutes.

ANZORA

MASTERS THE HAIR.

Manufactured by
Anzora Perfumery Co., Ltd., London, N.W.6.

Spring-lined Comfort



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To prevent Acidity you must remove its cause, that is the Fermentation, and that can be done only by restoring the natural Digestive Ferments.

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and the Digestive Ferments will rapidly increase, with consequent decrease of Fermentation, thus preventing Acidity, which is so often followed by Flatulence. The Starchy food will receive its natural secretions, so that digestion will proceed along normal lines, resulting in the absorption of its nourishment, with gradual disappearance of Constipation.

Indigestion Symptoms.

- Sharp Neuralgic Headaches.
- Acid in Stomach with Heartburn.
- Tongue Coated in front.
- Complexion Blemishes.
- Appetite variable.
- Pains darting through Chest.
- Burning Spot behind Left Shoulder Blade.
- Dull Heavy Headaches.
- Acidity causing Gout and Rheumatism.
- Tongue Coated at back.
- Complexion Impaired.
- Eating disliked, Biliousness.
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"Gentlemen,—Just a few lines to thank you and to state what an intense relief I have obtained from taking your Cicfa.

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BACK TO THE FLAT RACERS

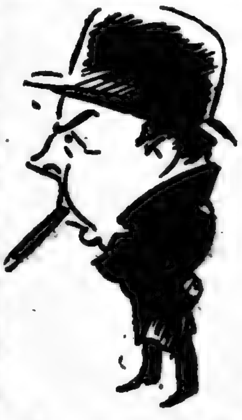
"John Bull" at Your Service—Orbindos for the First Big Race—This Week's National Trial—A Poser for "Tote" Fanatics

BACK to the Flat! After the worst National Hunt season for the past thirty years—almost entirely due to the vagaries of our delightful climate—it is a treat to write this short little sentence.

I WANT JOHN BULL sporting readers to know that I am theirs to command during the coming campaign. All queries will be answered, and I shall be only too pleased to save any correspondent from opening an account with a "dud" bookmaker. As in the past, I shall cover the big races in my notes, but will resort to the code—published only in *The Sporting Life*—for last-minute alterations.

RACING is a great game if treated as such. I suppose most of us, if we kept a strict account of all wagers, would find that we have probably supplied our commission agent with at least a spare part for his Rolls-Royce, but if one waits for the good things, instead of betting blindly in nearly every race for the sake of a bet, there is no need to buy him a new car.

I SHALL have one more opportunity of referring to the Lincoln, but I can see no reason for altering my selection, Orbindos. At the moment, the probables for the Carholme race are over thirty, in spite of the small entry. They are bound to dwindle, and as the price of Orbindos is likely to do the same, I advise those who intend to row in with Gwilt's charge to take the ruling odds. The stable has pursued an open policy from the start, and if Orbindos loses it will be after a great fight, as there is no horse in training more game.



E, D. Gwilt, the trainer of Orbindos

CRAMICK is my each-way selection. Recently the four-year-old has been referred to as the mystery horse, but this is bunkum. The actual truth has been stated here on the authority of my French Correspondent, and neither those who say the horse will not see the starter nor those who say that the stable is out for the gamble of its life know what they are talking about. The plain truth is that the horse has a good chance if the going is soft. For a well-bred horse he is treated leniently with 7st. 2 lb., and with "Johnny" Dines riding he will not lack jockeyship.

THE last and best of the Grand National trials takes place at Hurst Park this week-end. Spear of War looks tempting with 10 st. 6 lb., but it struck me after his great race with Easter Hero that three and not four miles is his best distance. Bright's Boy is slowly, but surely, being tuned up for the 30th, and I think he will find Amberwave and The Coyote too good for him. I suggest Amberwave. Music Hall was the last 'chaser to win this event and then take the spoils at Aintree.

FEW men are better judges of the jumping game than Mr. James Hennessy, who combines brandy production with owning such horses as Lutteur III., the last French winner of the Grand National. He has been in this country lately to see The Coyote make acquaintance with English fences, and he has told my French Correspondent that he looks upon the invader as the best jumper they have had in France in recent years. "Better than Lutteur" is his judgment of the horse, but he agrees with my correspondent that The Coyote may want more schooling over English obstacles before he is worth backing at Aintree.

ALL the reports of Master Billie, whom I am standing for the National, bar accidents before the great race, speak highly of Captain Whitaker's charge. He is going on in the right direction. Carfax, my second selection, failed badly at Kempton, but at the weights, he could hardly be expected to shine. On receipt of late information, I coded Easter Hero for this race, and, with Donaghadee, he landed a nice double for these selections.

CARFAX showed his usual cleverness in taking the fences, but he has not the speed to cope with a hurricane fencer like Easter Hero. However, at Aintree the race is not always to the swift. The slow but sure often come into their own. I still place Carfax on the map.

APROPOS my paragraph concerning horses attempting the National for the first time, I mentioned that when Voluptuary won he was making his first appearance in public over fences. An old-timer corroborates this, and tells me the interesting fact that the horse was at one time a flat racer. Besides winning the Dee Stakes at Chester and a race at Liverpool, he ran fifth in the Derby won by Iroquois. Voluptuary did not end his career by winning the National. Late in life he appeared nightly in a sporting drama at Drury Lane.

SO many pictures painting the "Tote" in rosy pictures have appeared in the Press lately that one might almost be forgiven for believing that its introduction will improve matters all round. It may assist the horse-breeder, the owners, and the racing executives, but the people who make racing possible—the punters who attend meetings—will, as usual, be the chief sufferers. As a body, they can never have a good day, as the "Tote," with its 10 per cent. deduction, wins every time.

ON numerous occasions I have been to meetings when five out of six favourites—sometimes the lot—have won, and, judging by the faces of the layers in the ring, the punters have been well on top. In similar circumstances with the "Tote" as the bookmaker the book would win. It will exact its pound of flesh every time. Backers do, on rare occasions, skin the layers, but they can never touch the "Tote."

ONE of my readers tells me that after backing a horse tipped by most of the lay Press Turf-writers, he was told that it would not run as the owner's name appeared in the *Racing Calendar's* forfeits list. Can I give him any information about this list? I can. The entrance-fee for a race may be five sovereigns, or two sovereigns if declared by a fixed date. An owner may enter a horse freely and never run it. In this case he owes Messrs. Weatherby five or two sovereigns for every entry, and if these outstanding sums are not paid his name appears in the *Calendar*, with the result that until he has discharged the debt his horses cannot run.

THE horse my friend referred to did not run. If the owner intended it to take part in the race, he could have sent it to the meeting and discharged his liability by paying the clerk of the scales. The money should be paid direct to Messrs. Weatherby, but paying at scales is an unwritten law which owners sometimes find very convenient.

ROYAL ARCH II. stands as my selection for the spectacular four mile 'chase at Cheltenham, with the danger Merrivale II. Rathrueen may come up at a nice price in the Champion Hurdle Challenge Cup on the final day and Tuskar should also be noted. At Hurst Park, in addition to Amberwave, I suggest Battler and Clonlara.

"SILVER RING."

Two coded selections will be given daily in *The Sporting Life*.

S U I R J V 2 Y A C M X F P

Q N D B L G T 3 K H Q E Z W

How to read the code: In place of the letters or figures advertised in *The Sporting Life* read those above or below the line as the case may be. HBKQDHA would read CRAMICK.

The code will be changed in next week's JOHN BULL. It covers the racing from Wednesday, March 14, to Tuesday, March 20.

In addition to "Silver Ring's" code tips, the *Sporting Life* publishes two selections daily, sent out by the racing experts of the *Sporting Life Weekly Edition*. Don't miss them.

"Soccer" Selections

WEEK-END COUPS

6 HOME.—Bury, Leeds, Preston, Darlington, Swindon, Falkirk.

5 HOME.—Portsmouth, Manchester C., Wolverhampton, Swindon, Motherwell.

4 HOME.—Manchester C., Preston, Darlington, Queen's Park Rangers.

3 AWAY.—Tottenham, Rotherham, Northampton.

3 DRAWS.—Leicester v. Everton, Swansea v. Chelsea, Halifax v. Bradford.

3 HOME, 2 AWAY.—Liverpool, Darlington, Swindon, Stoke, Tranmere.

1 HOME, 1 AWAY, 1 DRAW.—Preston, Northampton, New Brighton v. Stockport.

SPECIAL 5 HOME (LEAGUES I. AND II.).—Bury, Portsmouth, Leeds, Preston, Wolverhampton.

SWEET PLANET, 10—1
PEACE RIVER. 8—1
BATTLE ROYAL, 7—2

Three winners out of six to follow given in the

"SPORTING LIFE"
Weekly Edition
(Special Racing Guide Issue)
Enlarged and Improved
Get it on Saturdays

FORECASTS FOR MARCH 24.

ENGLISH CUP.—SEMI-FINALS

WINNERS.—Blackburn, Huddersfield.

THE LEAGUE.—DIVISION I.

HOME WINNERS.—Birmingham, Cardiff, Everton, Newcastle, Sheffield W.

AWAY WINNERS.—Aston Villa.

DRAW.—Bolton v. Leicester.

THE LEAGUE.—DIVISION II.

HOME WINNERS.—Blackpool, Chelsea, Clapton, Grimsby, Notts Co., Oldham, Southampton, Stoke.

AWAY WINNERS.—Preston.

DRAWS.—Bristol C. v. Swansea, Reading v. Leeds.

THE LEAGUE.—DIVISION III. (NORTHERN).

HOME WINNERS.—Barrow, Durham, Ne son, Rochdale, Rotherham, Southport, Stockport, Tranmere, Wrexham.

AWAY WINNERS.—Doncaster.

DRAW.—Bradford v. Darlington.

THE LEAGUE.—DIVISION III. (SOUTHERN).

HOME WINNERS.—Bournemouth, Brighton, Exeter, Luton, Millwall, Northampton.

AWAY WINNERS.—Plymouth, Swindon.

DRAWS.—Brentford v. Gillingham, Norwich v. Charlton, Torquay v. Watford.

THE SCOTTISH LEAGUE

HOME WINNERS.—Aberdeen, Airdrie, Hamilton, Raith, St. Johnstone.

AWAY WINNERS.—Motherwell.

DRAW.—Clyde v. Kilmarnock.

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If ever an inventor and scientific thinker has had a right to congratulate himself on the triumphant issue of his lifelong researches, assuredly that man is Mr. O. OVERBECK, F.R.S.A., F.G.S., F.P.S., F.P.C. (Lond.), etc., the English scientific chemist, who has devoted such a large portion of his time in the national interest to so many branches of scientific research.

For Mr. Overbeck is to-day the living witness to the scientific accuracy of his conclusions and their splendid practical application in an invention that has begun a new epoch in curative science.

A few years ago Mr. Overbeck was a dying man. To-day he is a miracle of untiring energy, bubbling over with enthusiasm, alert to his finger tips, with the muscles of an athlete, the appetite of a hunter, and sufficient physical vitality to laughingly tire out a whole party of sturdy youths.

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has attended the use of OVERBECK'S Rejuvenator. in the following cases ;—

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Ear Affections
Eyesight
Gout
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Headache
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Hair Troubles
Insomnia
Indigestion
Loss of Vigour
Lumbago
Nervous Debility
Neuritis
Neurasthenia
Paraplegia
Paralysis Agitans
Psoriasis
Rheumatism
Rheumatoid Arthritis
Sciatica
Toothache
Voice Production
Wrinkles

This remarkable recovery of health and vigour Mr. Overbeck attributes entirely to the rejuvenating electrical instrument he has invented, patented, and appropriately named Overbeck's Rejuvenator.

THE SECRET OF YOUTH.

In an interview with representatives of the Press, Mr. Overbeck said :—

"I have tried my apparatus during the past two years and I am a new man.

"My age is sixty-four years, but I feel like a man of thirty, and I am mentally more alert than ever. My muscles and skin are those of a young man. I once had little hair, but now, as you see, I have a plentiful supply, and it is turning from grey to brown.

"My heart was so weak four years ago that my doctor told me to make my will. The heart disease is gone, and so has the kidney trouble from which I was a chronic sufferer. My spectacles are no longer needed."

Mr. Overbeck traces all diseases, other than those produced by germ attacks, to Electrical Unbalance.

A particularly noteworthy fact about the Rejuvenator is that it accomplishes its astonishing results **without producing any sensation during treatment.**

Mr. Overbeck has written a descriptive book, with illustrations, which fully explains in simple language how to use the Rejuvenator, and arrangements have been made for this to be sent free to every reader of "John Bull," who forwards the Application Form below, enclosing threepence in stamps to cover postage.

WHAT THE PRESS SAYS :

The Press, not only of the Empire, but of many foreign countries, has drawn attention to Mr. Overbeck's remarkable invention for prolonging life and banishing disease.

The following extracts are from British journals :—

"Health and Efficiency" (the leading health magazine) says :—"The Overbeck Rejuvenator is well so called because the extraordinary difference in his own and other people's appearances, palpable to everybody, has been so marked after using the process."

The "Sunday Pictorial" says :—"Doctors in Australia, India, Germany, France, Austria, Poland, Rumania and America are experimenting with the machine and reporting, it is stated, remarkable cases of rejuvenation and relief of suffering."

The "Daily News," describing a demonstration of the Rejuvenator given by Mr. Overbeck at the Savoy Hotel, London, says :—"Mr. W. J. Womersley, M.P., who presided, said that he had known Mr. Overbeck for many years, and during the last two or three years his health and appearance had improved wonderfully."

Michael Temple, in the "Referee," says :—"I have gone to some little trouble to make a few practical tests, which are, to myself at all events, quite decisive."

MEDICAL ENDORSEMENTS.

It is contrary to medical etiquette to give the names of doctors who are using and recommending the Rejuvenator, but the following tributes are from prominent members of the profession :—

"This instrument, with its various fitments, is a perfectly safe means of applying medical electricity to the treatment of a variety of disorders, provided the very simple instructions are carried out."

……………………, M.B.

"It has been beneficial in a case of muscular atrophy of the legs after severe illness, and personally I have used it on my bald head and am certainly gradually getting a good crop of hair, for which I am very thankful and pleased."

……M.D., M.B., C.M., F.R.C.S.

"The instrument is practically foolproof, and if the very simple instructions are carried out is entirely harmless in use.

"I can confidently recommend it for the treatment of constitutional disorders, such as Rheumatism and Gout, which are amenable to electro-therapeutic treatment, for Nervous Disorders, Loss of Vitality, and a General Run-down Condition."

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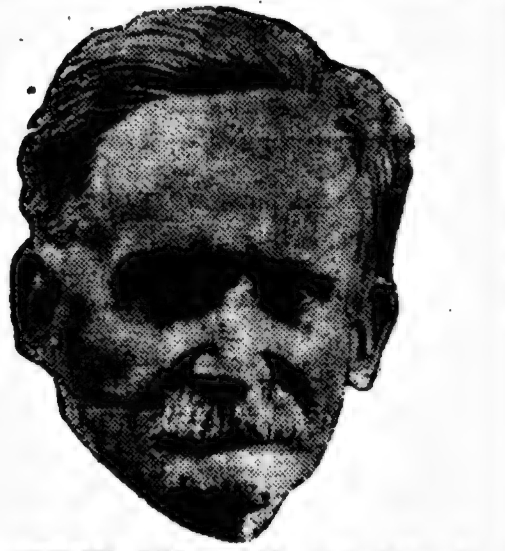

Mr. O. OVERBECK, F.R.S.A., F.G.S., F.P.C. (Lond.), the Grimsby Scientific Chemist, author of "A New Electronic Theory of Life," and inventor of the "Elixir of Life" Machine, known as Overbeck's Rejuvenator.

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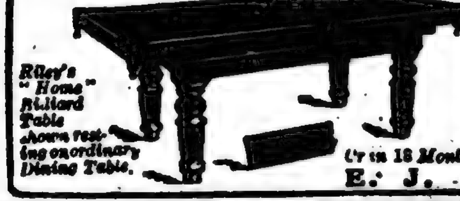

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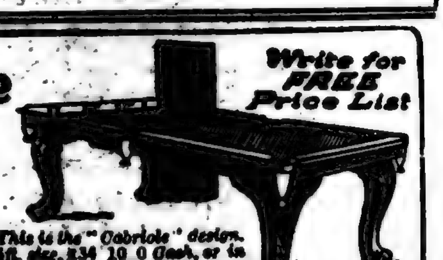

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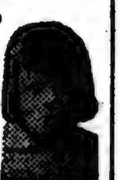


Fortsea, Portsmouth.

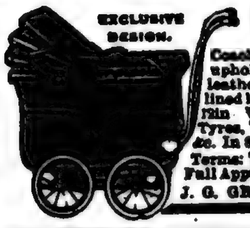
Sir,—We have a family of five and have always been sufferers from chest troubles; in fact, one child, a girl of five, who 17 months ago we were told would not last another winter as she was so bad, and was not to go to school again, was given your Balsam of Aniseed, and she has now been at school 11 months without missing a day.—Yours thankfully,

Mr. and Mrs. H. E. YEATES.

Powell's BALSAM of ANISEED

The CERTAIN CURE for COUGHS & COLDS.

1/3, 3/- & 5/- PER BOTTLE From Boots, Taylors, Timothy White, Whiteleys, Harrods, Selfridges, and all Chemists and Stores. *Issued by Thomas Powell Ltd., London, S.E.*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J. G. GRAVES Ltd. SHEFFIELD.

The greatest healing salve. A positive cure for leg troubles, ulcers, piles, wounds, etc.

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of all chemists, 1/3 & 3/-

Grasshopper, Ltd., 36 North Rd. Holloway, London, N 7

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2/- WEEKLY, AFTER YOU RECEIVE THE MACHINE

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THE WORLD'S LARGEST CYCLE DEALER. 32? 9 COVENTRY.

Mr. George Nicol Tells How Cuticura Healed Eczema

"The eczema started with a rash but later, through my rubbing it, it appeared as pimples with watery heads. It broke out under my arms, but soon spread over the top of them and around my shoulder blades. In fact it got such a hold on me that I could not wear woolen garments next to my skin, owing to the burning and itching of the eczema.

"I was advised by a friend to try Cuticura Soap and Ointment. After one or two applications I could see a great improvement so purchased more, which completely healed me." (Signed) George Nicol, 247A, Luton Rd., Chatham, Kent, Eng.

Make Cuticura Soap and Ointment your every-day toilet preparations and have a clear, sweet skin, soft, smooth hands and a healthy scalp with good hair. Cuticura Talcum is unexcelled in purity.

Soap 1s., Ointment 1s. 3d. and 2s. 6d., Talcum 1s. 3d. For sample each address: F. Newbery & Sons, Ltd., 31, Banner St., London, E.C.1. [illegible] Cuticura Shaving Stick 1s. 3d.

JOHN BULL Replies

THE Editor may be flippant on this page, but his humour is kindly and never nalicious. He likes to end up the week's vork on a bright note. Serious questions re dealt with by the expert staff of our Free Advice Service.

• • •

MOLLIE (Edmonton).—" I am going to narry a hero." He must be !

MISS C. (Acton).—" I don't look my ge." No ; about fifteen years older.

HEBREW (Whitechapel).—" I pay to a arthing—I am just." But only just.

R. C. (Chelmsford).—" My son knows othing." Have you taught him all you now ?

L. A. (Blackheath).—" The business was rooked, so I got out of it." How uch ?

L. S. (Longsight).—" Which is your avourite love-letter ? " " Cheque here-ith."

MRS. V. (Bolton-le-Sands).—" If people an't pay they should be given time." hey usually are.

E. H. (Pontefract).—" The doctor said e would never work again." Did the ood tidings cure him ?

MRS. Y. (Southall).—" Don't count hickens before they're hatched." Nor heques before they're cashed.

MRS. W. (Cardiff).—" My daughter ants a husband." We should insist on er picking a single man.

INVENTOR (Carnarvon).—" I can boast at I have benefited mankind." In-nted a silent saxophone ?

MISS G. (Brixton).—" How do revue tresses jump into fame in a night ? " mply by jumping out of their clothes.

T. C. (Dorset).—" You are very clever. uppose you think there is nothing you uld not do ? " Unfortunately, there is ; e can't shut you up.

J. F. (Glasgow).—" The Government ems to think we are a lot of fools." nd that's one of the few things in which is right.

P. T. (Boswell).—" Women show much ore taste in their dress nowadays." e entirely agree—with your first four ords.

O. B. (Bromley).—" The chemist was ended by something I said about a escription, and we had a quarrel." on't he make it up ?

T. T. T. (Richmond).—" There's noth- I enjoy more than chaffing people." ke your initials, you seem to be all se.

" **OLD SPORTSMAN** " (Crawley).—Hunting isn't what it was in my young ys—there's a considerable falling off." t there always was, wasn't there ?

V. L. C. (Swanage).—" Don't you agree t our legislators are just like a lot of ge players ? " Well, they certainly nd most of their time getting through ts and making scenes.

HOW can you enjoy life if, eating away at your heart, is some haunting trouble? How to get rid of it and enjoy the blessing of peacefulness is an added worry. Then send particulars of it (written in ink), with stamped, addressed envelope, to JOHN BULL's Free Advice Service, and you will be told by experts how to take on a new view of life and enjoy every minute of it.

N. B. (Hawick).—" Big men are good-tempered." Small men have to be.

F. B. (Dunoon).—" What is the gold standard ? " The Stars and Stripes.

P. B. (Brent).—" Whatever I say goes ! " Then talk to yourself.

MISS M. (Chelmsford).—" Somebody told me I was good looking." When ?

G. K. (Preston).—" I wrote a poem on London Bridge." Did anybody stop to read it ?

G. M. (Taplow).—" He ran a sort of matrimonial agency." A sort of male-order business.

F. N. (Weymouth).—" She tossed her head." Most girls wave their heads, nowadays.

T. N. (Chepstow).—" Exercise—that's the secret of health and strength." Those who sit a lot can't stand a lot.

J. T. (Tooting).—" I've bought a two-seater." And now, we suppose, you may be heard tooting along Tooting.

D. N. (London, N.).—" Why do policemen always look like policemen ? " Perhaps because they are policemen.

F. N. (Pennythorpe).—" Will my dreams come true ? " There is a possibility, if you don't oversleep yourself.

D. M. C. (Bognor).—" If broadcasting were stopped, the weather might improve." The same may be said of rain.

D. M. (Madden).—" If you do wrong you are criticised, and if you do right you are criticised." So you might just as well do right.

H. P. (Polton).—" I dreamt I was being married to a tall, dark girl." As you evidently woke up in time why worry ?

E. Y. (Torquay).—" Our early plum-tree already shows signs of bearing plenty of plums." What did you expect, pineapples ?

MRS. E. (Shipley).—" I hate the very name of bigamist " You can't bear to think of a man making the same mistake twice ?

MRS. G. (Loughborough).—" I hear they won't have trams any longer in London." Then they'll not be able to carry more passengers.

F. J. (Bromley).—" I have a great power of endurance." We would think you would need it if you read over the letters you write.

M. D. (Leicester).—" If my next housekeeper looks sensible I shall marry her." Unless she turns out as sensible as she looks.

S. M. (Wandsworth).—" I study about it until I begin to wander in my mind." Don't worry, you won't get far enough to get lost.

D. M. (Sawdon).—" I haven't spoken to my wife for two weeks." Patience ! Your turn will come soon when she runs out of breath.

F. N. (Dover).—" I am going to put a scarecrow up in the garden to frighten the birds." Perhaps you're right. You can't be expected to be in the garden all the time.

E. M. (Raynes Park).—" What would you do if you heard that a man had described your wife as a regular Judy ? " We should be inclined to retaliate with a punch.

B. H. (Hove).—" A little worry is a good thing." Not if it cries all night.

L. P. (Croydon).—" I passed you on the golf course." We heard you.

L. K. (Forfar).—" I never felt such a fool as on the day I got married." And you don't seem to have recovered yet.

G. G. (Golders Green).—" Women are winning in the modern race." And have already far outstripped men.

F. M. (Lewes).—" He has well-chiselled features." He evidently shaves in a hurry.

S. Y. (Seascale).—" Skirts will be shorter still for the spring." Doubtless it is easier to spring in short skirts.

H. H. (Ipswich).—" I can't eat, sleep, or settle to anything." Why not ask her to marry you ?

B. T. (London, N.).—" I was once punished for telling the truth." Evidently it cured you permanently.

H. G. (Hornsey).—" Can you tell me how long cows should be milked after calving ? " Just like short cows.

S. M. (Finsbury Park).—" I saw the doctor about my loss of memory." Did he want you to pay in advance ?

J. N. (Hayle).—" Strange thoughts flit through my brain." We're afraid you are sickening for another poem.

MISS V. (Kew)—" These reckless motorists make me sick." You evidently suffer from automobiliousness.

MRS. T. (Preston).—" It's bad for a girl to go out at all hours of the night." But worse for her to come in only at the late ones.

F. U. (Hammersmith).—" We are all fractions of one great whole." And some are very vulgar fractions.

PARSON (Liverpool).—" I preach resignation." But we notice you don't resign.

S. S. (Newcastle-on-Tyne).—" I am a self-made man." You didn't work overtime, did you ?

J. H. B. (Grimsby).—" I've never won a cash prize in *Bullets* yet." You're just the chap we had in mind when we planned this week's record offer of 2,000 cash prizes.

P. P. (Eccles).—" What would you do if you were a musician like me ? " Take lessons.

MRS. T. (Torquay).—" He was a war profiteer and suffered badly with his heart." Did he have one ?

MISS MAY Kew).—" He had a good cheek to try and kiss me." Perhaps he thought you had a good cheek to try and kiss.

MISS L. (Nottingham).—" When I'm invited anywhere I have simply nothing to wear." Then surely you stay modestly at home.

" **POETESS** " (Hampstead).—" And the sun sinks down, sinks down, down, down . . ." Just like a badly tyre gone bust !

TOM (Winchester).—" What is the mineral wealth of this country ? " The schoolboy said it was lemonade and ginger-beer !

MISS V. (Lancaster).—" I shall keep date and time secret and have a really quiet wedding." What a clever way of insuring it being well talked about !

FANNY (Portsmouth).—" I'm crazy to go on the stage." We quite agree !

R. M. T. (Glasgow).—" She has joined the great majority." Dead or wed ?

MILLIE (Blackpool).—" I was busy in the garden with the rake." Good girls should shun bad company.

S. F. (Runcorn).—" I have been at one restaurant for ten years." Be patient—they'll serve you one day.

S. H. (Middlesbrough).—" Why are the trains always late ? " Of what use would the waiting-rooms be if they weren't ?

J. P. (Putney).—" Britain has turned out some fine actors." That's what's wrong with the stage to-day !

MAY B. (Clapton).—" He has twice given me little presents—does that mean he really cares for me ? " Maybe, May B.

MARY (Chelmsford).—" I never use rouge, but I got engaged long before my friend, who makes up a lot." You won on a straight flush.

M. A. L. (Cambridge).—" The enclosed essay is, I think, the best piece of work I have ever done." You mustn't let that discourage you.

K. G. (Kidderminster).—" I learnt that the secretary to the loan club to which I belong had gone off in a hurry." For a rest or to avoid arrest ?

R. H. (Petersham).—" I am sending you a sample of a patent pill I have invented, which is a sure cure for every kind of ailment." We can't swallow that.

(Many replies unavoidably held over.)

Modern Radio !

THE old-fashioned type of immovable Wireless Receiver with its tangle of wires and many mysterious knobs is over. The Langham Portable has altered all that.

It is a complete 5-Valve long-distance set that is entirely self-contained in a handy leather case, and it requires no aerial and no earth. You open it, switch on, and tune in easily and at once to whatever you want to hear. It has a full Continental range and you are always assured a wide choice of programmes. The loud speaker is clear, mellow and sensitive, and the complete set is perfect and yet unobtrusive.

You should write for full particulars or, if you can, call at our showrooms for a demonstration.

You can try it for a week in your own home.

Guaranteed for two years.

ONLY £6 DOWN

Balance by small instalments, or 35 Gns. Cash.

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DREADED MIDDLE AGE.

There is not a woman anywhere, married or single, rich or poor, above the age of forty, who is not perturbed at the thought of the next few years before her. Every woman fears the miseries that often develop at this age. She fears them all the more for their uncertainty. Often the first sign is never recognised at all—a certain irritability of temper, a low-spirited dépression which the patient does not attribute to its true cause until bodily suffering in the shape of violent headaches, back pains, and palpitation give an unmistakable warning.

These sufferings are not unavoidable. During the last few years more and more evidence has been accumulating to prove that the new rich blood which Dr. Williams' pink pills make is able to carry a woman in the most wonderful way through the ordeal of the "forties" without suffering or danger. Thousands of women have found in these pills the means by which new health and a brighter outlook on life were gained.

So begin Dr. Williams' pink pills now. Of all chemists, 3s. 0d. box—nothing else will do.

FREE.—Every woman of middle age should read the booklet "Nature's Warnings," sent free to all who write to C.G. Dept., 36, Fitzroy Square, London, W.1.

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Solution to the Cross-word Puzzle in our last issue.

"I'M VERY WORRIED"

For the man who has exposed himself to chances of venereal infection and is worried by disquieting symptoms, there is only one safe thing to do, and that is to get reliable medical advice and get it AT ONCE.

Consult your own doctor, or apply for free consultation under conditions of secrecy at the Out-Patients' Department of the nearest Hospital.

Full information free (in plain cover) can be obtained from the Medical Secretary, British Social Hygiene Council, Incorporated, Dept. P., Carteret Street, Westminster, S.W.1 (St. James's Park Station), and his advice will be available free at his address on Mondays, Wednesdays and Fridays, from 12.30 to 2 p.m., and on Tuesdays and Thursdays from 5 to 7 p.m. No examination or treatment is undertaken at these offices.

Write for six useful booklets, for Parents, 1s. 5d. the set. Four useful booklets for Girls, 9d. the set. Six useful booklets for Young Men, 1s. 4d. the set. All post free in plain cover.

This announcement is issued by the British Social Hygiene Council, Incorporated, a responsible body recognised by the Government. Secretary-General: S. Neville Rolfe, O.B.E.

DOES YOUR BACK ACHE?

Thousands of men and women suffer for years with Backache and believe it is the result of overwork. Actually, that awful stabbing unceasing ache is a sure sign of Kidney Trouble. For this there is no quicker, surer remedy than the world-famous De Witt's Kidney and Bladder Pills. Doctors use and recommend them, you will see the result and actually feel better within 24 hours.

They are a sure, safe and certain remedy for Backache, Rheumatism, Weakness, Headaches, Sleeplessness and Urinary Troubles. Get a bottle from your chemist.

DE WITT'S KIDNEY & BLADDER PILLS

"The Greatest of These . . . ."

A Tragedy of Deafness

Fine Man Wrecked

HE looked very dejected when we first set eyes on him, sitting with his head in his hands, and he took no notice whatever when spoken to.

When he stood up, however, he presented so fine a figure of a man, exceptionally tall and well built, that the words of the reference he had brought with him, "He is anxious and willing to work, *but employment cannot be found him*," seemed incredible.

But it did not take long to find out that there was something very much amiss with this ex-soldier. His face was stamped with a look of blank bewilderment, and, as he could hardly hear a word, it was with the greatest difficulty that his circumstances were revealed.

Prior to the war, he was able to earn £5 a week. Now he receives a disability pension of 32s. a week for life, which, he said, "all goes to the missus." There is one child, the sole survivor of four.

The National Benevolent Society for the Deaf and Deafened Ex-Service Men has been good to him in the past, he explained, and he felt he could not impose on it by asking for further assistance.

What he wanted was a small sum which would enable him to buy up cheap and saleable wares at auctions to resell in cheap markets.

How did his almost total deafness come about? It was the old story. He and a comrade had been blown up in a German trench, the comrade killed and himself stunned. The next day he realised that something queer was going on inside his head, and, on reporting, was sent to be operated upon.

After all that could be done was done, he was left, like many others, a physically perfect man, wrecked. "Lord God of Hosts, be with us yet. Lest we forget, lest we forget."

"The Greatest of These —" Fund does not forget. It wants to help many more of these sad wrecks, and it would welcome many more subscribers.

"The Greatest of These—"

Registered under the War Charities Act as the JOHN BULL *War Sufferers' Fund. All cheques should be made payable to the Fund, and donations addressed to* **The Hon. Secretary, 93, Long Acre, London, W.C.2.** *Every penny that is subscribed to "The Greatest of These—" Fund goes to give help to the needy. All the expenses of administration are borne by* JOHN BULL.

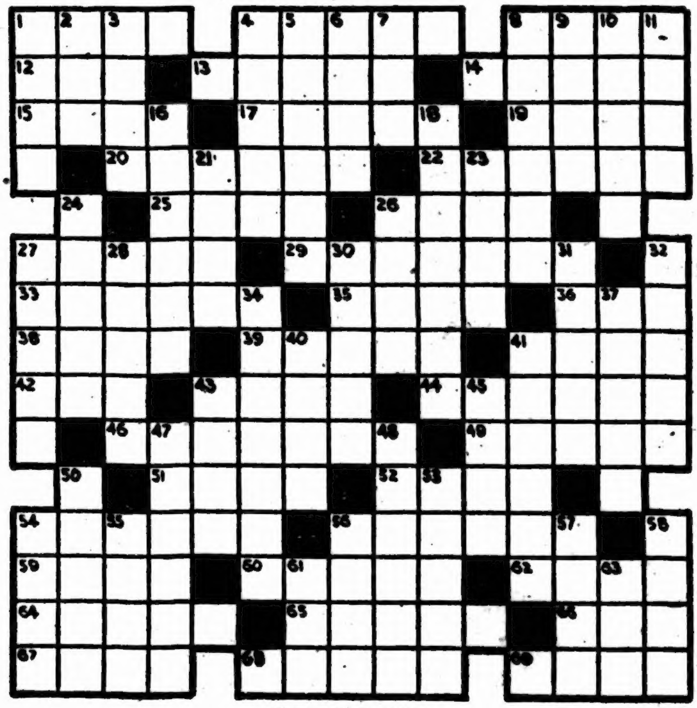
ACKNOWLEDGMENTS

Again Happy, 1s. 6d.; J. P. D., 2s. 6d.; Caerau Mother, 2s.; The Second Chapter, £2; A. Sturmey (Newcastle), 1s. 6d.; A. Hitchings, 1s.; A. E. T., 2s. 6d.; Smash Apple, 1s.; F. E. B., 5s.; Mrs. Lanaghan (Blackhall), 2s. 6d.; Anon., 2s. 6d.; H. Worth (S.W.1), 1s.; Mrs. C. Haynes (Banbury), 2s. 6d.; T. A. P., 3s.; Grateful (Lerwick), 5s.; Harry (E8), 3s.; L. E. T., 2s. 6d.; Anon., 1s.; J. Poston and Jenifer Jean (Kensal Rise), 2s. 6d.; Thankful, 2s. 6d.; M. A. S. (Poole), 2s.; E. D., 10s.; Anon., 1s.; L. N. (Carradale), 7s. 6d.; A. J. C., 4s.; B. Tarling, 2s.; Mrs. F. Doherty (Southampton), 5s.; D. A. Miller (Burnbank), 10s.; Geo. Noble (Black Isle), 10s.; E. T. Dowling (Rangoon, India), 1s.; Emily Lloyd Davies, 1s.; Miss E. E. Elder, 2s. 6d.; Mrs. L. Hills (Lowestoft), 2s. 6d.; Master A. Marks, 1s.; A. L. P. (Caunton), 1s. 6d.; O. D. Hitter, 2s.; Mrs. Collett, 9d.; J. S. Caslett, 12s. 7d.; J. H. G., 2s. 6d.; B. Hedkinson, 5s.; A. T. (Nechells), 2s. 6d.; G. H. A. (Leeds), 2s.; R. R. W. (Reading), 1s.; Mr. A. Johnson, 1s. 3d.; E. M. G., 2s. 6d.; Mr. and Mrs. H. (Coventry), 10s.; F. J. C., 1s.; W. W. (Putney), 4s.; A. L. Orman (Poole), 2s. 6d.; J. N. S. B., 1s.; J. E. Leather (Northwich), 2s. 6d.; E. A. Cooke, 2s.; Finchley Nurse and Prittlewell, 5s.; Grateful Mother, 2s. 6d.; A Poor Wellwisher (Newport), 2s.; R. M. (Beaufort St.), 2s.; In Memory of Tom (Accrington), 2s. 6d.; Anon., 5s.; Kilmarnock Registered Reader, 2s. 6d.; A Widow, 1s.; H. P., 2s 6d.; Miss E. Bower, 2s. 6d.; Nemo (Smethwick), 1s.; With Love, 1s.; Woody's Lucky Ninth, 1s.; A. W. Hallas (Bulwell), 1s. 6d.; A Little Help, 5s.; F. S. B., 1s.; Eva and Myrtle's Ninth of Football 1927, 1s. 6d.; Mrs. Rayne Butler 4s.; Deep Sea, £1; E. B. Moralle (Torquay), 5s.; Emily (Finsbury Park), 10s.; R. L. W (Liverpool), 2s. 6d.; The Merry Crew, 3s. 6d.; ? 2s. 3½d.; Anon. (Newark), 5s.; Mrs. J. A. B., 2s.

(Many acknowledgments unavoidably held over.)

Our Cross-Word Corner

Get Out Your Pencil!



CLUES ACROSS

1. Tart.
4. To carp.
8. A slit.
12. Drinking vessel.
13. Mother.
14. Fairy story
15. Spoken.
17. Animal's framework.
19. Bobbin.
20. Learned man.
22. Bartered.
25. Roof covering.
26. Rum.
27. Hard metal.
29. Indicated.
33. Bewailed.
35. Cabbage-like plant.
36. Extend.
38. Compass point.
39. Value.
41. Assert.
42. Consumed.
43. Italian bathing resort.
44. Dominion.
46. Wash-house.
49. Affected with pain.
51. See 40 down.
52. Volcanic mountain.
54. Cask.
56. Tweezers.
59. Space.
60. Roman magistrate.
62. Old.
64. To criticise.
65. Lifeless.
66. Atmosphere.
67. Trust.
68. Widow's mourning.
69. Press.

CLUES DOWN

1. Flat-bottomed boat
2. Belonging to us.
3. Poisonous Javan tree.
4. Plot.
5. Redeemed.
6. An outlet.
7. Wrath.
8. Car house.
9. Resting.
10. Repose.
11. Retained.
16. Not apparent.
18. Former of two corresponding stanzas.
21. Wicked.
23. Repetition.
24. Weasel-like animal.
26. Stinging insect.
27. A smudge.
28. School equipment.
30. Mistake.
31. Satan.
32. Cut.
34. Shrink.
37. Asiatic peninsular.
40. With 51 across—Bits and pieces.
41. Place where bees are kept.
43. Crescent shaped.
45. Long horse-hair.
47. Infuse with air.
48. Shouted.
50. The other half of Monte.
53. Rows.
54. Batter.
55. Harvest.
56. To languish.
57. Fly aloft.
58. Simple.
61. Expire.
63. Dress.

The solution of our last week's Puzzle will be found on this page

13 APR 28 BRITISH MUSEUM

"ONE BEFORE THE LAST."

One what? One of Dr. Grey's Silver Liver Pills before the last meal. Prepared from the prescription of an eminent London specialist, these pills are the result of years of experience in the treatment of diseases of the Stomach and Liver. The ingredients are of purely vegetable origin, so the pills may be taken alike by adults and children. They never lose their effect.

EVERY PILL A POLICY FOR HEALTH

They stimulate the liver and disinfect the stomach, maintaining the digestive tract in a condition of perfect health. Immediate relief is given in cases of **Flatulence, Heartburn, Headache, Depression, Indigestion, Anaemia, Constipation, General Lassitude** and **Langour.** They tone up the system and give the brightness of eye, clearness of complexion and youthful appearance that mark those who enjoy perfect health.

Price 1/3 and 3/-

Obtainable from Boots, the Chemists; Taylor's Drug Co., Ltd., Timothy White Co., Ltd., and all other Chemists.

Dr. Grey's SILVER LIVER PILLS

Dr. Grey's Silver Pill Co., Ltd. 30, Orchard Street, London, W. 1.

2/- ONLY BRINGS YOU A GOLD MEDAL QUADRANT

FROM 2/- WEEKLY

YOU can have a 1928 Gold Medal QUADRANT Cycle ON 14 DAYS' APPROVAL, PACKED FREE and CARRIAGE PAID. Deposit gets immediate delivery. Thousands of Testimonials. Write for our Free Lists and see the enormous saving in cash and easy payment terms.

Quadrant Cycle Co. Ltd. Dept 8 COVENTRY.

DON'T LET INDIGESTION AGE YOU.

Many a young person looks old and haggard through indigestion. The continual pain and discomfort combined with the inability of weakened stomach organs to extract nourishment from food are such a terrible strain that they drive all trace of youth away. If you ever have indigestion, no matter how slight—beware! Get to the root of the trouble before it becomes chronic. 'Bisurated' Magnesia will do this quickly. This great stomachic stops indigestion almost instantly by neutralising excess acid and stopping food fermentation—common causes of digestive trouble—while nothing else so surely soothes, heals and strengthens your weakened stomach. 'Bisurated' Magnesia is used by doctors and in hospitals all over the world. Get a 1s. 3d. package of "Bisurated" Magnesia powder or tablets from your chemist to-day. The complete freedom from digestive pain and discomfort will be wonderful and will make you feel healthier and younger.

NOVEL 'BULLETS' OFFER—ONE WEEK ONLY!

FIRST PRIZE

£300

10 PRIZES OF £5

25 PRIZES OF £2

400 PRIZES OF 5/-

£50 £30

£20 £10

10 PRIZES OF £4

50 PRIZES OF £1

1,500 PRIZES OF 2/6

8,000 "TARGET" PRIZES

2,000 CASH PRIZES

LT OF COMPETITION [illegible]

IRST PRIZE OF [illegible]

Mr. G. V. POW[illegible]

York Road, Great [illegible]

le :—How To B[illegible]

:—Forget "Self," [illegible] "[illegible]

lf."

ECOND PRIZE OF [illegible]

. POTTERTON, 66, [illegible]

:—Needs Reducing

Church, To "Correct [illegible]."

THIRD PRIZE OF [illegible]

WEN, 78, [illegible]

:—A Tragedy

-Pawnbroker's "[illegible]" [illegible]

ernment's.

10 Prizes of [illegible]

dbent, 66, Main Street, [illegible]

And Soul—Flaming [illegible] With

ven.

n, 15, Bernard Street, [illegible]

ng Empire—"[illegible]" [illegible]."

on, 39, Bonchurch [illegible]

en't We Met Before? [illegible]—You

s Familiar!"

n, 20, St. John Street, [illegible]

Is Greed?—Infinite [illegible]

ing.

16, Ranelagh Road, [illegible]

g Mischief—[illegible]

iculty.

ate, 16, Broomhill, [illegible]

Mother Thinks—"[illegible]

tch."

s, 151, Cannon Street, [illegible]

Lordship—Over [illegible]

obility."

Shippam, 204, [illegible]

Is Greed?—Millions [illegible]

Too.

rred on "Target" [illegible]

63, Buckingham [illegible]

And Soul—"Iron" [illegible]

e, 151, Gainsborough Avenue, [illegible]

She Says Nothing—Believe [illegible]

thing!

10 Prizes of £2 10s.:

Clarke, "The Limes," Dunstable, [illegible]

The Missionary Said—"Carving [illegible]

Career!"

ett, 74, Walker Street, Sneinton, Notts.

Crossing—Made "Smoother" By "Car[illegible]"

ns, 211, Plaistow Road, West Ham, E.

The Foundation Stone—Of Progress,

rnational "Masonry."

llam, Down House, Steyning, Sussex.

Go On—Armaments "Competition"

hout "Results."

llick, 5, Mornington Road, Norwich.

Knows—Fashion—K[illegible] Clothes Off.

as, 24, Worsley Street, North Ormesby.

She Says Nothing—"Truce" Whilst

ing "Ammunition."

(Continued on page 4.)

How To Make "Bullets."

THERE is nothing difficult about *Bullets* All you have to do is this. Select any of the *Examples* below—then give any TWO, THREE, or FOUR words with some bearing upon it. The following specimen "Bullets" have all won big prizes:—

Example:—"Yes, Darling!"
Bullet:—"Yes," Compulsory—"Darling," Diplomacy.
Example:—A Submarine
Bullet:—Engineering Triumph Engineering Disaster.
Example:—Bobby's Friend
Bullet:—"Passed" — We Mustn't "Fail."

Enclose a postal order at the rate of 6d for each coupon used—*see Rule 2*.

EXAMPLES FOR "BULLETS" 670.

WORK FOR BALDWIN
SENSIBLE PLAN
INDIA
OUR SCHOOLS
LITTLE RASCAL
LEAKING OUT
A STEP FORWARD
KEEPING FAITH
FUTURE HOME
WHAT THE INSPECTOR SAID
ADVERTISING
NO [illegible]
AFTER YEARS
BLAZING THE TRAIL
WHEN A [illegible]
SPIRIT OF ROMANCE
BECOMING A NUISANCE
EXPERIENCE
EVERY MAN
[illegible]LY
[illegible] DOLLAR
[illegible] WE MAKE
[illegible] GOOD
[illegible]
[illegible]
[illegible]
[illegible]
WHEN [illegible] A PLEASURE
LIKE A [illegible]
IF ATLANTIC [illegible]
CLEVER [illegible]
WHAT IS KINDNESS?

[illegible] Address Coupons: "Bullets" No. 670, "John Bull," Long Acre, London, W.C.2 (Comp.)

Closing Date, Thursday, March 22.
Example
Bullet
Example
Bullet
(670) P.O. No.
I agree to enter this Competition in accordance with the rules and conditions announced on page 4. With 1 Coupon, send P.O. for 6d.
Signed
Address

Closing Date, Thursday, March 22.
Example
Bullet
Example
Bullet
(670) P.O. No.
I agree to enter this Competition in accordance with the rules and conditions announced on page 4. With 2 Coupons, send P.O. for 1s.
Signed
Address

Use Two, Three or Four words. Enter name and address on each coupon.

Closing Date, Thursday, March 22.
Example
Bullet
Example
Bullet
(670) P.O. No.
I agree to enter this Competition in accordance with the rules and conditions announced on page 4. With 3 Coupons, send P.O. for 1s. 6d.
Signed
Address

Closing Date, Thursday, March 22.
Example
Bullet
Example
Bullet
(670) P.O. No.
I agree to enter this Competition in accordance with the rules and conditions announced on page 4. With 4 Coupons, send P.O. for 2s.
Signed
Address

If you wish to send in further "Bullets" you can write them on plain paper.

SPECIAL NEWSAGENTS' [illegible].—Cheques for £5, £2 and £1 respectively will be paid to the Newsagents from whom the winners of the three chief "Bullets" Prizes in Competition No. 670 have purchased their copies of "John Bull."

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The British Remedy for 50 years.

Owbridge's

Lung Tonic

FOR

COUGHS & COLDS

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